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WOR-tv channel 9

the station that gave New York an amazing new concept of tv programming, "Broadway TV Theatre," has packaged another unique buy . . .

"TONIGHT'S NEWSREEL"

Every day, all of channel 9's Fox Movietone United Press films are wrapped into one complete newsreel . . . and shown continuously — exactly like a newsreel theatre. An entirely new and up-to-the-minute newsreel every night!

The station whose programming genius gave advertisers UNDUPLICATED AUDIENCE . . . with "Broadway TV Theatre" . . . now gives sponsors complete audience turnover — among the alert, responsive viewers who make up the news audience in America's Number 1 market.

"Tonight's Newsreel" is available now at rates that are astonishingly low.

WOR-tv channel 9
1440 Broadway, New York
LOngacre 4-8000

Results are what we love...
and what WTVR sponsors get

Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

WHEREVER radio station WFAA is heard, housewives are familiar with a jingle that goes, "Better buy Burleson's honey." You can find Burleson's on grocers' shelves in major markets all over the Southwest. It wasn't that way back in the early 1930's . . .

A WFAA salesman had just finished speaking on the power of radio advertising before the Waxahachie, Texas, Rotary Club. T. W. Burleson walked up and introduced himself, explaining that he operated a small honey packing business. Radio interested him, but when they got around to discussing cost, the old gentleman snorted, "Just for rich folks!" and stalked out the door.

"Young whippersnapper!" he cried . . .

"That $600 will break us!"

Instead, it built a honey of a business for the Burlesons

It was two years later that young Ed Burleson, just out of college, was in Dallas trying to build distribution for his father's growing business. Radio looked like the answer, and Ed signed a $600 contract with WFAA for a year's schedule of announcements. Ed Burleson got a stormy reception when he reached home with the news.

Within six months though, the elder Burleson had reason to change his opinion of radio, and by the end of the second year's contract, sales of Burleson's honey had jumped 400%! From that day to this, radio has had a large share of Burleson advertising – over the station that helped make it a honey of a business – WFAA.

WFAA-820 is a honey of a station, too. Ask the Petry man about it today!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, *Station Manager* • RADIO SERVICE OF THE DALLAS MORNING NEWS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WGAL·TV

LANCASTER, PENNSYLVANIA

for Response

3 Programs

telecast once weekly for 13 weeks

Drew 55,245 pieces of mail

The programs:

TALENT TIME	31,564
NAME THE BRAND	13,471
STUMP YOUR NEIGHBOR	10,210

Buy WGAL-TV to sell these many thousands of prosperous buyers

A Steinman Station
Clair R. McCollough, *Pres.*

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

WATCH for developments on new RCA multiple-purpose TV method (probably to be designated as Telespot) until now highly classified. Dr. Charles B. Jolliffe, RCA vice president and technical director, demonstrated system to FCC, civil defense and military representatives in Washington Friday. Method entails principle of Ultrafax high-speed transmission.

ACTION OF Senate Rules in reporting so-called Gathings resolution authorizing House Interstate and Foreign Commerce Committee to investigate blood and thunder programming in TV, stems from mounting opposition to that type of programming and to commercials—mainly beer. Committee expected to counsel with NARTB TV Board of Review on enforcement and presumably will give it strong backing in effort to bring moderations and restraint into programming because of effect on juvenile audiences. Chairman of committee likely to be Rep. Lindley Beckworth (D-Tex.).

TAILORED price regulations for radio-TV industry will be out in next fortnight. OPS staff is poring over final draft now, which is understood to provide ceilings at retail-wholesale level. Regulation based on manufacturers' price survey recently completed by agency, and will cover receivers, phonographs, other radio-TV appliances.

UNITED Paramount Theatres' pitch at government agencies for closed circuit theatre telecasts didn't stop at Justice and State Dept. discussions (see story page 31). It's authoritatively learned that UPT executive also solicited Defense Dept. for recommendation as to feasibility of medium. Defense reportedly rejected bid on grounds it would place itself on record as supporting one medium to exclusion of others.

WATCH Sen. Hubert Humphrey (D-Minn.) for possible fireworks on "political" institutional advertising by large corporations. Senator is studying answer from Internal Revenue Bureau on his query as to what administrative action it could take, and whether legislative authority is needed to take action, against firms which deduct expenditures for this type of advertising on their income tax.

SOME Congressional quarters tried to pull quickie on military personnel procurement authorities by agreeing to thaw funds freeze for recruiting if Defense Dept. would consent to deduction from fiscal '53 moneys. But Air Force-Army officials wouldn't nibble. Question still hangs in the air. (Story page 34.)

REQUEST to include entire state of West Virginia in TV Zone I, instead of splitting state between Zones I and II, will be filed this week with FCC by WHIS Bluefield, W. Va. Petition will point to unfair discrimination between cities in West Virginia under present plan, which provides 170-mile co-channel minimum separation in Zone I and 190-mile separation in Zone II.

CURIOUS phase of TV life under NARTB

(Continued on page 6)

RADIO-TELEVISION BARRED, PRESS TO COVER HEARING

BAN against radio and television coverage of preliminary hearings in damage suit filed by Sen. Joseph R. McCarthy (R-Wis.) against Sen. William Benton (D-Conn.) was imposed Friday by Sen. Benton's counsel. Suit asks $2 million damages from Sen. Benton.

Explanation given for action was that Theodore Kiendl, attorney handling case for Sen. Benton, had sponsored New York State law banning microphones and cameras from many types of judical and public proceedings. He was represented as feeling it would be inconsistent on his part to allow proposed pickup of hearing, scheduled to start this morning (Monday). Mr. Kiendl is member of firm of Davis, Pope, Wardwell & Kiendl, New York.

Both Sen. Benton and Sen. McCarthy had said they had no objection to cameras and microphones at hearing. Press will be admitted to proceeding.

RATES DOWN 27% IN TEN YEARS—GRABHORN

"RADIO RATES, in relation to circulation, have decreased themselves—and not because of advertiser pressure—by some 27% over the last 10 years," Murray Grabhorn of Edward Petry & Co., station representation firm, declared in speech prepared for delivery yesterday (Sunday) at meeting of Kansas Broadcasters Assn. in Wichita. He called on radio to "hold the line" on rates.

His statement was part of answer to one made at recent AAAA's convention by Melvin Brorby, of Needham, Louis & Brorby, that trends within various media, comparing 1951 with 1952, showed that cost-per-thousand for magazines had risen 7%, for outdoor advertising 5%, for network radio time 16%, for spot radio time 22% [B•T, April 7].

Mr. Grabhorn said he "respectfully" took issue with Mr. Brorby's analysis regarding radio: "I want to compare his analysis, based on 32 random stations, with a matched sample more than three times as big—97 stations, to be exact," Mr. Grabhorn said. He explained latter study, made by statistical tabulating co. for NARTSR, showed "average Class A one-hour rate had increased 12.8% from July 1941 to July 1951. In dollars and cents, the average went from $145 to $163."

But, he noted, radio circulation gained 54% in same period, and if rates had gone up at same place they'd average $223 per Class A hour instead of $163.

HORMEL PLANS TV

GEORGE A. HORMEL & Co., Austin, Minn., will put its network radio show, the Hormel *All Girl Review*, on television next fall, spotting a series of half-hour films in various markets. Kling Studios, Chicago, will handle the photography, expected to start late this month with a series of 13 shows featuring 60 of the girl musicians and vocalists. Arrangements were completed last week by Jay C. Hormel, board chairman, who will supervise production, and Fred Niles, Kling vice president in charge of TV and motion pictures. Agency is BBDO, Minneapolis.

BUSINESS BRIEFLY

SOFT DRINK SHOW ● New Grape Corp., Atlanta, buying once-a-week half hour transcribed Ziv package show in 47 radio markets for 26 weeks. Agency, Liller Neal & Battle, Atlanta.

SPOTS FOR SHOES ● Thom McAn Shoes, through Neff-Rogow, N. Y., planning May 16 to 29th radio spot campaign using 6:30-8a.m. and evening periods to appeal to male audience.

10-WEEK CAMPAIGN ● Junket Brand Foods, Little Falls, N. Y., planning 10-week spot campaign using mostly participation shows in top radio markets, starting May 26. Agency, McCann-Erickson, N. Y.

DAIRY RESUMES ● Foremost Dairies, which cancelled its national radio campaign short while ago is resuming on all its stations with two-week schedule starting Thursday for its tangerine juice. Schedule may be extended is successful. Agency, Fletcher D. Richards, N. Y.

TEST FOR MEXSANA ● Mexsana Skin Cream, N. Y., buying five-market test campaign

(Continued on page 98)

RADIO STILL BEST CBS PROCLAIMS IN ADS

"AFTER Four Years of TV, What's Happening to Radio?" was answered in full-page CBS Radio ads in *The New York Times* and *Herald Tribune* Friday: With CBS Radio's fall schedule "already 80% as far along as last year's schedule was on Sept. 1," network said "radio is building early momentum for one of the biggest seasons in its history."

Noting that public continues to buy half million AM sets monthly, advertisements reported that half of radio listening is outside of living rooms, with result that "in total listening, people spend more time with radio than with any other medium."

"In terms of advertising," full-page spread continues, "a mass advertiser may choose to spend a dollar for 944 radio listeners . . . or 365 television viewers . . . or 334 magazine readers . . . or 240 newspaper readers.

"In terms of advertising frequency, he may choose to reach a given number of prospects once in newspapers . . . or 1.3 times in magazines . . . or 1.5 times in television . . . or 3.9 in radio—at no difference in cost."

Advertisement, which broke Thursday in *Wall Street Journal* and is scheduled later this month for *Newsweek*, *Business Week*, and four trade publications, appeared in New York just as CBS-TV clinic was being held (see story, page 66).

HANNA HEADS DISC GROUP

MICHAEL R. HANNA, WHCU Ithaca, N. Y., member of NARTB board, named chairman of new NARTB Transcription Rules Committee. Group was authorized by board at February meeting to look into possibility of revising FCC rules covering announcement of transcribed programs. Chairman Hanna will name other members of committee, with first meeting scheduled in near future.

for more AT DEADLINE turn page

at deadline

CAN TWO AM'S GET ONE TV STATION?

CAN two AM stations in same city get together, apply for and be granted TV station without running afoul of FCC's duopoly regulations? Question was put squarely up to the Commission Friday when KFBI Wichita repeated same questions posed early in March by Senator Edwin C. Johnson (D-Col.) in letter to FCC Chairman Paul A. Walker [B•T, April 21]. At that time, Chairman Walker replied by saying that question had not been taken up by the Commission. [See Editorial, page 52 which closed earlier].

Essence of problem is this: Commission rule prohibits ownership or control of two AM stations in same community. Some AM broadcasters are considering joining to set up new corporation to apply for TV in order to obviate contested hearings for channels, also to make it easier financially. Some FCC staff officials have questioned whether ownership of TV station in this manner might not jeopardize ownership of AM stations.

Declaratory ruling is therefore requested on four questions propounded by Sen. Johnson: (1) Can owners of two or more AM stations in same city be granted TV station and be permitted to retain their AM stations which are run as separate entities, (2) Would combination of two AM owners for TV put that application at disadvantage in hearing with other applicants not engaged in broadcasting, (3) Is there any prejudice at FCC regarding granting of such an application, (4) Would joint application for TV by two AM station owners be in conflict with public interest, provided each radio station is operated separately.

FACILITIES ARE EXTENDED BY RADIO FREE ASIA

THREE shortwave bands now used by Radio Free Asia for broadcast programs into Far East, according to John W. Elwood, director. Transmission facilities now include Guam and second Manila transmitter. Programs travel on 9490, 11,940 and 6110 kc. Mr. Elwood described it as "an important step toward covering all of Southeast Asia with a radio barrage of truth to expose the false promises of the Communist."

FCC DIVISION CHIEFS

APPOINTMENT of division chiefs in recently established FCC Field Engineering & Monitoring Bureau was announced Friday. Following were named: Stacy W. Norman, Inspection & Examination Div.; George L. Jensen, Engineering Div.; Irving L. Weston, Monitoring Div. All three have been with FCC and predecessor agencies since late 1920's. Field Engineering & Monitoring Bureau is headed by George L. Turner, with Frank M. Kratokvil as assistant chief and head of Field Operating Div.

DuMONT BUYS NIELSON

DuMONT Television Network has signed for the National Television Index Service and the New York TV ratings reports of the A. C. Nielsen Co., Chicago market research firm. DuMont operates WABD (TV) in New York. Contract handled by Chris Witting, DuMont general manager, and Arthur C. Nielsen.

In this Issue—

Can department stores use radio as they do newspapers? Pomeroy's of Pottsville, Pa., is applying field tactics to find out. A test campaign, thus far successful, makes use of radio-only on WPAM. *Page 23.*

In a Sears, Roebuck experiment, reported by Advertising Research Bureau, radio outpulls the printing medium. *Page 24.*

A feature, "The Tale of the Cautious Grocer," tells how radio's power makes money for a Kentucky grocer who had little to spare. *Page 30.*

In a $1.5 million transaction, KPHO-AM-TV Phoenix is being purchased by Meredith Publishing Co. *Page 23.*

With some 18 BMI clinics held in the nation last week, another 24 are slated in the next ten days. Attendance is up at all of them. *Page 26.*

Annual George Foster Peabody Award winners announced in New York re-emphasize that broadcasters can achieve merit in programming. *Page 28.*

On Capitol Hill, a probe of radio-TV programming threatens *(Page 25)*, as the McFarland bill clears for House debate. *Page 29.*

NBC radio affiliates pledge confidence in the network's plans at the first 1952 Stations Planning and Advisory Committee meeting. But some privately see a defeatist attitude. *Page 29.*

TV Engineers are thumbing through a new National Bureau of Standards' report on VHF propagation. Their question: Is there a new threat to television? *Page 65.*

Another problem is the possible affect on 80-90% of 17 million TV sets in use today by ham operations on the 21 mc band authorized by FCC. *Page 67.*

In Washington, a joint committee with FCC, industry and aviation representation, sits down to talk over height and sites for TV towers this week. *Page 68.*

Broadcasters at Ohio Assn. of Radio-TV Broadcasters management clinic may ponder FCC Comr. Robert F. Jones' speech attacking the final TV allocations plan. *Page 67.* And CBS-TV in a New York clinic went through the subject of new TV station construction from A to Z. *Page 66.*

Full particulars of closed circuit TV, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies for possible future use. *Page 32.*

Upcoming

May 5: ABC Affiliates, Fort Worth Hotel, Fort Worth.

May 5-6: NBC radio workshop, Chicago.

May 7: BAB Sales Clinic, Kansas City.

May 8-9: NBC radio workshop, New Orleans.

(BMI Clinics and Other Upcoming: page 38)

Closed Circuit

(Continued from page 5)

Code is unexpected public apathy during two-month operation. Cause of unconcern thought to be excitement of Presidential race, steel crisis and other big news. (Not documented is NARTB's video code is headachy problem of controlling cameramen and other strongly unionized personnel involved in bosomy shots and off-color antics).

STILL CONCERNED over purported aid and comfort given bookies by horse race broadcasts, FCC has cited another station on renewal—WLAP Lexington, Ky. Station, it's understood, has Saturday afternoon program on race-by-race coverage but presumably handle only local area results, whereas other stations previously cited carried technical information on all races.

ACTIVITY getting hotter on Department of Justice Anti-Trust suit against National Football League et al. Counsel for League last week began taking depositions of government witnesses.

SPECULATION points to Rep. Oren Harris (D-Ark.) as eventual communications leader in House Interstate and Foreign Commerce Committee. Second ranking member (following Chairman Robert Crosser (D-Ohio) is Rep. Lindley Beckworth (D-Tex.) who announced for Senate Friday.

TV EDUCATIONAL FUNCTIONS OUTLINED BY DR. DUNHAM

BEST functions of educational TV were outlined Friday afternoon by Dr. Franklin Dunham, Radio-TV Chief for U. S. Office of Education, at 35th annual meeting of American Council on Education at Chicago's Palmer House.

Functions which can be performed best by commercial stations, he said, are entertainment, newscasting, commentary and forum discussions and sports and special events. "Buff" zone, which can be programmed by either commercial or educational stations with success, include cultural, developmental and background the news. Realm of educational TV best served are talks "on level of the BBC" high-level discussions, dramatized research and direct teaching. He advocated "swift action" in the one-year limit.

Appearing during general TV discussion session were George E. Probst, radio director U. of Chicago, Ralph Steetle, executive director, Joint Committee on Education TV; Davidson Taylor, NBC vice president; I. Keith Tyler director, Institute for Education by Radio and TV, Carroll V. Newsom, Associate Commissioner of Higher Education, New York State. The Rev. Theodore M. Hesburgh, C. S. C. executive vice president, U. of Notre Dame was moderator.

FREQUENCY CHANGE ASKED

APPLICATION for change of frequency from Channel 9 to Channel 8, with 316 kw and 1,000 ft. antenna height above ground was filed Friday by WXEL (TV) Cleveland. Also refiled was application for Youngstown, Ohio, by WKBN which is seeking UHF Channel 27 with 203 kw and 509 ft. antenna height above average terrain.

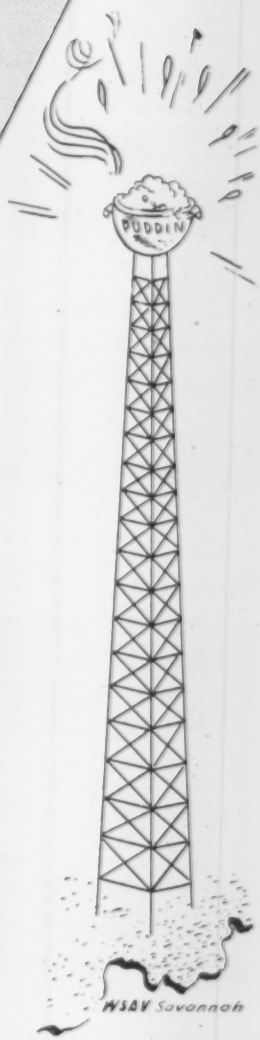
WXEL plans to spend $237,000 to make the changeover required by the FCC's final TV report, and also to change its main studio location from Parma, Ohio, to 1630 Euclid Ave. Cleveland. Transmitter will remain at Parma.

WKBN plans to spend $353,000 to build the station, $250,000 for first year's operating costs, expects $225,000 first year's revenue.

for more AT DEADLINE see page 98

HERE'S PROOF...

--the people who actually Sell FOOD and DRUGS place their ADVERTISING on WSAV exclusively



● **THE SAVANNAH FOOD BROKERS ASSOCIATION—**
whose membership comprises all of the leading food brokers in this area—

PLACE THEIR ADVERTISING EXCLUSIVELY

on WSAV

"Ladies Be Treated" 9:15-9:30 AM, Monday thru Friday

—A program designed to promote consumer preference for leading brand-name foods, and to stimulate the cooperation of the 500-odd retail grocers within the WSAV listening area.

● **THE SAVANNAH PHARMACEUTICAL ASSOCIATION—**
whose membership comprises all of the leading druggists in this market—

PLACE THEIR ADVERTISING EXCLUSIVELY

on WSAV

"A Man and His Magic" 6:05-6:10 PM, Monday thru Saturday

—This program is designed to build public confidence in the retail druggist as an important member of the nation's health team, and as the most dependable source of all consumer drug products.

The People Who Actually Sell FOODS and DRUGS Know from Experience that WSAV is the "SELLINGEST" Medium in the Entire Savannah Seaboard Market!

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time NBC Affiliate

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

Summer 'Boom-State'

The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Represented by
NBC Spot Sales

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

The value of a radio station to its community is measured by the services it performs

THE SIXTEENTH AMERICAN EXHIBITION OF
EDUCATIONAL RADIO AND TELEVISION PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

FIRST AWARD

IN THE REGIONAL CLASSIFICATION FOR
A SPECIAL ONE-TIME PROGRAM TO

STATION KOIN

FOR

WHO KILLED DR. DREW

THE INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
THE OHIO STATE UNIVERSITY

1 · 9 · 5 · 2

THE NATIONAL CONFERENCE
OF CHRISTIANS AND JEWS

presents this

Citation of Distinguished Merit

to

RADIO STATION KOIN
Portland, Oregon

for outstanding contributions during the past year to mutual understanding and respect among people of diverse backgrounds through the powerful medium of radio.

President — Co-Chairman — Co-Chairman — Co-Chairman

Date — BROTHERHOOD WEEK 1952

KOIN *proudly acknowledges two national awards for the locally produced dramatic documentary program on racial prejudice.....*

WHO KILLED DR. DREW

CBS

KOIN

A MARSHALL FIELD STATION

AVERY-KNODEL, Inc.

NATIONAL REPRESENTATIVES

and KOIN F-M — PORTLAND, ORE.

IT'S
WE

In Boston, the big station is WEEI!

WEEI wins more quarter-hour firsts than all other stations combined.

WEEI commands an average of 23.2% of the radio audience— 33.3% more than any other station.

Pulse of Boston: March-April 1951 through January-February 1952, total week.

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FOUR participating spots on television have opened a new market in the Seattle area for a metal polish produced and previously sold only in California.

When John C. Charles & Co., Los Angeles, decided to put its Formula #40, a liquid polish for brass, copper and chrome, into the Pacific Northwest market, it started with no distribution outlets. In fact, it had only a jobber, Emmett E. Egan & Co., Seattle, and a product which had originally been developed for shining sports equipment but now was being promoted for copper-bottom cooking utensils and such additional items as fireplace andirons and brass door knockers.

The product had sold well in California for three years, but in Seattle there was neither demand nor even awareness of Formula #40.

Egan & Co. took the account Dec. 20, 1951, and the television promotion started right then. The vehicle was Peter Lyman's *Telebuys Inc.*, aired on KING-TV Seattle Monday through Friday at 3:15-3:30 p.m. John Freiburg, a principal of the manufacturing company, appeared on the first program and thereafter Pete Lyman carried it alone.

After demonstrating the product on a copper-bottom pan, Mr. Lyman used a blackboard to invite viewers to write in. Offering a free sample of Formula #40, he suggested this wording on a postcard:

"Where can I buy Formula 40? My favorite store is ————."

Two such demonstrations and free-sample offers a week, in a two-week period, brought in 1,200 postcards.

The broker then separated the cards according to the stores named and showed them to the store managers as evidence that *their customers* wanted Formula #40. It was a convincing demonstration and it promptly opened, as retail outlets for the product, 300 independent supermarkets, the affiliated stores of three major food chains in Seattle and hardware and department stores.

Sent From Afar

Postcards came from as far north of Seattle as Port Townsend and Port Angeles and from as far south as Olympia, with one from Portland, Ore. One store in Seattle received mention on more than 400 of the cards.

Telebuys Inc. went off the air after Formula #40 had been on two weeks. With the distributorships opened, the sponsor stopped its TV advertising—temporarily.

As of March 14, however, Formula #40 was back on KING-TV with participating announcements on *The World Today* (6:45-7 p.m.). The new demonstrator of the product is Mary (Mrs. Emmett E.) Egan.

"We've got the distribution," Mr. Egan told BROADCASTING • TELECASTING. "Now we want to sell the product."

strictly business

"DAYTIME radio still has a strong place, depending on what you are advertising," according to Herbert M. Cleaves, sales and advertising manager of the Jell-O Division, General Foods, who a fortnight ago was promoted to the marketing managership, Associated Products Division.

His opinion on video advertising: "You have to weigh very carefully the rising costs against the possible sales potential of your product . . . For many products, television has priced itself out as an advertising medium."

As advertising head of the Jell-O Division, Mr. Cleaves' problem was not to get people to purchase the product but to use it more frequently—from the stocks on almost

(Continued on page 83)

Mr. CLEAVES

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily around the clock

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

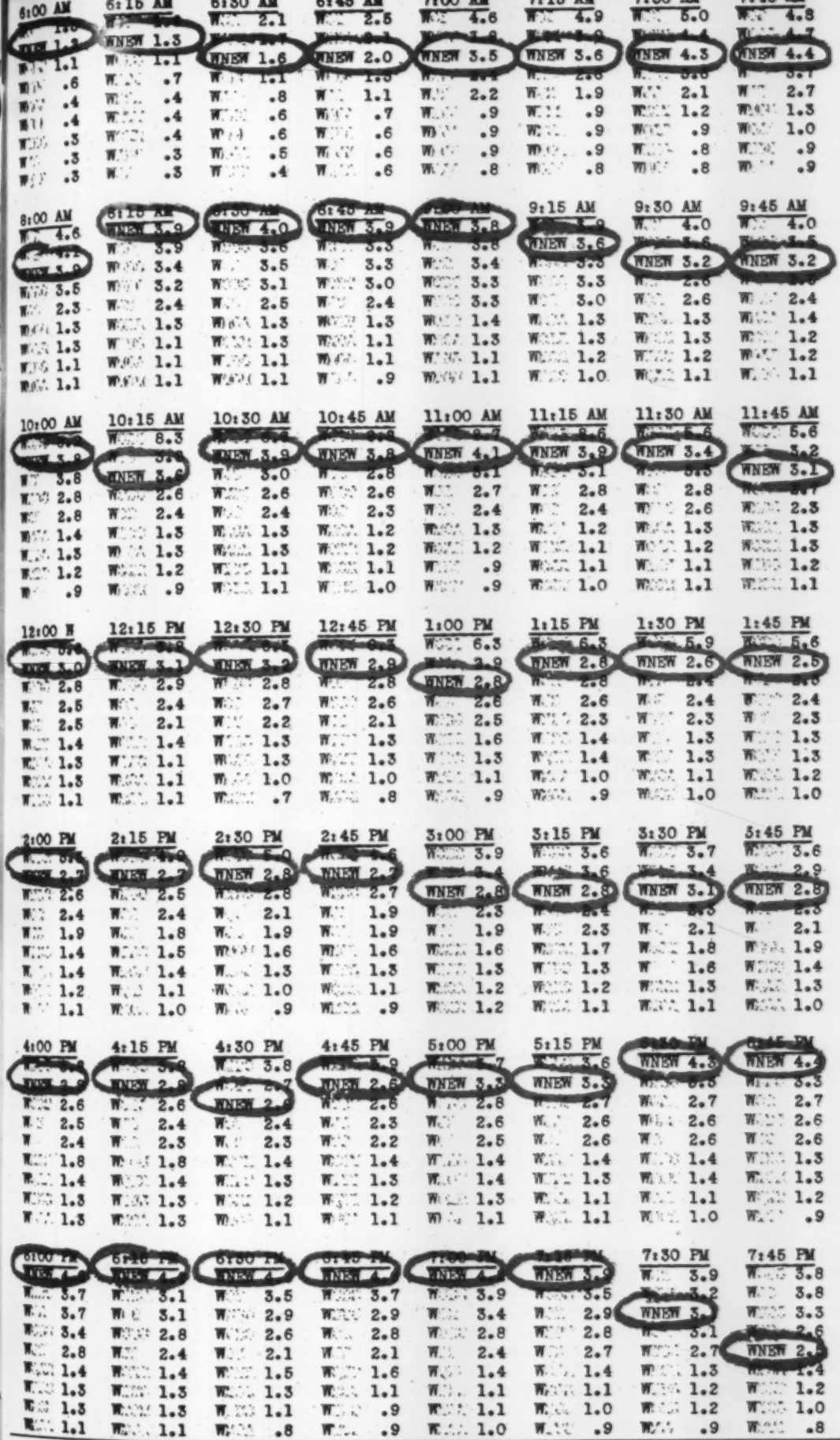
On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.



WNEW

1st, 2nd or 3rd

IN

55 OF 56

QUARTER-HOURS,

6 A.M. - 8 P.M.

APRIL 1952 PULSE
MONDAY-FRIDAY
AT-HOME ONLY

April '52 vs. '51 ?

Ratings UP 10%

Share UP 15%

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

CHESTER T. BIRCH, advertising vice president, Andrew Jergens Co., Cincinnati, to Dancer-Fitzgerald-Sample, N. Y., as vice president in charge of service on Procter & Gamble account.

L. L. SCHULTZ, supervisor of creative work, Biow Co., N. Y., elected vice president.

Mr. Schultz

DONALD M. SMITH Jr., merchandise account executive, Young & Rubicam, N. Y., to Grey Adv., same city, as account executive. **NOVAL WELCH**, assistant sales promotion manager, Servel Inc., joins Grey as account executive.

TOM SWICK, media department, Campbell-Ewald, N. Y., to McCann-Erickson, that city, as radio-TV time buyer.

HENRY A. MATTOON, vice president and member of plans board, Ruthrauff & Ryan, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as vice president and copy supervisor.

on all accounts

DESPITE paradoxes in his behavior pattern, Fred Kilian, director of radio and television programming for Young & Rubicam, Chicago, adheres to a consistent approach in these media. He is a "ham actor" who never kept a scrapbook, a collegian who avoided attainment of even freshman status in almost four years of study, an ex-life insurance salesman who sold only one policy—to himself—and a broadcast specialist who sees "serenity and peace" in radio and only "hard work" in television.

Mr. Kilian, who was born in Toledo, as a harried undergraduate at the U. of Toledo, studied courses in each school except pre-law, thereby neglecting to get a concentration of credits in any course which would have given him at least a freshman rating.

He's been working since he was 9 (then as a library page), and trod the boards with stock companies at 15. In 1929, at age 18, he was assistant technical director at Chicago's Goodman Theatre and acted on a CBS network show there. He studied two years at Pasadena Playhouse in Hollywood, buttering his bread by appearing as a movie bit player and working as Onslow Stevens' stand-in. After graduation, he was an assistant director at Republic Pictures.

Mr. Kilian, in the past 10 years has resigned himself to the hybrid role of talent and management, with the former claiming "I have a penchant for the latter, and the latter doing the same." As he has gained increasing technical ability and objective views toward the various media in which he has worked, Mr. Kilian has found for himself a proportionate lack of entertainment value in each. He figured once he had appeared in 300 plays, but had only seen 50 during the same period.

Mr. KILIAN

At Y&R he is responsible for broadcast programming of such clients as Schlitz beer (he was hired last July as radio supervisor for Schlitz on *Halls of Ivy*, NBC radio, and *Playhouse of Stars*, CBS-TV), Purity Bakeries, O-Cedar, Borden Co. (Chicago), Elgin National Watch Co. and International Harvester, Truck Division.

He has worked in Chicago television since 1947, when, as production manager at ABC, he tested the medium for ABC on the independently-owned WBKB (TV) with a show sponsored by General Mills and the Hub Store. In the fall of 1948, when ABC's WENR-TV took the air, he became program director. His shows got the highest local rat-

(Continued on page 44)

beat

R. FRANKLIN ESHLEMAN II elected vice president of Benjamin Eshleman Co., Phila. **BENJAMIN F. BUSCH Jr.** appointed agency's media and marketing director. **JOSEPH R. ROLLINS Jr.** will head radio-TV staff. **DAVID S. BURCAT** and **RAY McDEVITT** join agency in marketing and art departments respectively.

WAYNE TISS, vice-president in charge, BBDO Hollywood, elected to board of trustees, College of the Pacific, Stockton, Calif.

GEORGE E. SCOTT, formerly with Ruthrauff & Ryan, to Betteridge & Co., Detroit, as production manager.

JOHN F. HEINZ, Cities Service Oil Co., to J. Robert Mendte Inc., Phila., as account executive.

ALLEN L. BILLINGSLEY, president of Fuller & Ross & Smith Inc., Cleveland, elected to board of directors of Interchemical Corp.

ROSS ROY Inc. opens Dallas office at 823 Mercantile National Bank Bldg., that city, headed by **ORVILLE McDONALD**, account executive.

DICK KIRK joins J. Neal Ferguson & Assoc., Dallas, as account service man and copy writer.

WARD BYRON, executive producer, ABC-TV, and **FRANK WOODRUFF**, producer-director of *Bigelow Theatre* for Young & Rubicam, to Lennen & Mitchell in New York and Hollywood office respectively.

GEORGE W. MILLER III, Caloric Stove Corp., to John Falkner Arndt & Co., Phila.

PETER LORCHER joins Ruse & Urban Inc., Detroit, as head of newly created merchandising and specialties division.

J. M. KORN, head of J. M. Korn Adv., Phila., elected to board of governors of Pennsylvania chapter of AAAA.

BADGER, BROWNING & HERSHEY, N. Y., moves to 10th floor of International Bldg., 630 Fifth Ave.

RUTH KUNZE, administrative assistant, Philip Lesley Co., N. Y., named assistant account executive.

LOIS REA, Lowe Runkle, Oklahoma City, to H. M. Gross, Chicago, as production manager.

RUSSELL TOLG, radio-television director, BBDO, Chicago, was guest speaker last week at meeting of Alpha Delta Sigma advertising fraternity.

NEEDHAM & GROHMANN Inc., N. Y., relocates in RCA Bldg., Rockefeller Center, on 17th floor.

LUCKY LAGER BEER, through McCann-Erickson, for the third consecutive year is bringing major league baseball to San Francisco Bay Area fans. Shown just after signing of contract are (l to r) H. G. Fearnhead, general manager, KYA San Francisco; Burton C. Granicher, McCann-Erickson, and Ken Hildebrandt, KYA sales manager.

Sales lady

OF THE EVENING

WBEN'S new 11:20 p.m.-to-midnight disc show "Diane" has an established and loyal buying audience. Her careful selection of restful tunes, reading of romantic poetry and special attention to requests has made her a favorite with those at home and in cars.

Diane dominates Western New York 11:20 *p.m. to midnight Monday thru Friday.*

Her identity is cleverly concealed, adding an aura of mystery to the show. Her sponsors, however, agree that there's no secret about Diane's terrific sales power !

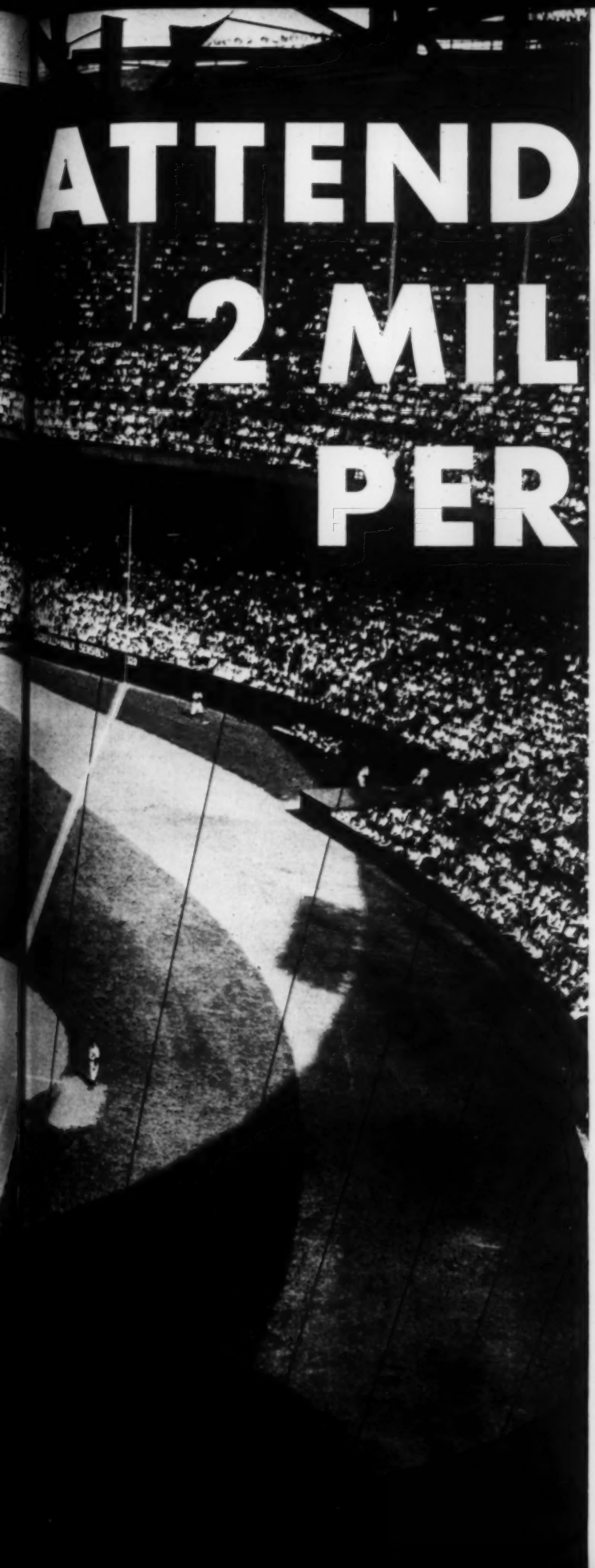
Why not use a segment of this popular show to air your wares — profitably !

Check Petry for availabilities

WBEN

NBC BASIC BUFFALO

Sealy MATTRESS



ATTENDANCE 2 MILLION PERSONS

That's the size of the audience that listens regularly to the broadcasts of the Cleveland Indians games through ***WERE.***

WERE's balanced programming makes it *the* potent sales force in Northeastern Ohio . . .

WERE broadcasts the exclusive play-by-play of the Cleveland Indians games.

WERE broadcasts 19 newscasts daily.

WERE carries Cleveland's top disc jockeys.

WERE is the music-news-sports station for Greater Cleveland.

O. L. Taylor Company
National Representatives

WERE *Cleveland, Ohio*
5000 W · 1300 KC

Vital in Northeastern Ohio

BLIND MAN'S GUFF

Some people,
including Canadians,
take views on Canada's marketing problems
that are based on popular misconceptions . . .
case of the blind leading the blind.

Admittedly, there *are* "obstacles".

Canada *is* a vast country
. . . larger than the U.S. by one quarter.
Canada's population—14 millions—
is widely dispersed.
In the U.S. there are 45.1 people
to the square mile;
in Canada 3.57.
And most Canadians
live in semi-urban and rural areas.
Only 38% live in cities
of 30,000 or over.

Also,
25% of the population speaks French.

But there's a way round
these geographical and linguistic obstacles
Radio.

For Radio in Canada
is bi-lingual
and wears seven league boots.

94% of all Canadian families own a radio.

And Radio is Canada's most popular entertainer
and most effective salesman.

"In Canada you sell 'em when you tell 'em".

A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.
37 Bloor St., West, Toronto.

new business

Spot • • •

LOEW'S THEATRES, N. Y., placing TV spot schedule in addition to regular 52-week radio spot campaign in about twenty-five cities to promote "Singing in the Rain" for 4 days prior to premier in those cities. Agency: Donahue & Coe, N. Y.

LOOZ PRODUCTS, L. A. (dietary supplement), sponsoring Steward Craig, health commentator, on 12 CBS Radio Pacific stations, 10:30-10:45 p.m. PDT, for 13 weeks starting May 11. Agency: Dean Simmons Adv., S. F.

FALSTAFF BREWING Corp., St. Louis, sponsoring *Cases of Eddie Drake*, private detective film series, on WKY-TV Oklahoma City and KMTV (TV) Omaha. Agency: Dancer-Fitzgerald-Sample, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., announces plans for advertising educational program to improve handling of frozen concentrated orange juice on consumer and trade level. Final media plans not yet established. Agency: J. Walter Thompson Co., N. Y.

Network • • •

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, began sponsorship April 20 of 3 programs in ABC radio's Pyramid plan. Shows include *Stop the Music*, 8:30-8:45 segment Sun., 8-9 p.m. EDT; *Top Guy*, Wed. 8:30-9 p.m. EDT, and *Defense Attorney*, Thurs., 8:30-9 p.m. EDT. Agency: Young & Rubicam, N. Y.

PEPSI-COLA Co., N. Y., starts *All Around the Town* on CBS-TV, Sat. 9-9:30 EDT, starting last Saturday. Show features Mike Wallace and Buff Cobb. Agency: Biow Co., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (wax products), sponsoring *Pee-wee Reese Show* featuring Brooklyn Dodgers' baseball captain on MBS Sat., 5:45-6 p.m. local time. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments • • •

CBS-COLUMBIA Inc., N. Y. (radio, TV and electronic apparatus), appoints Ted Bates & Co., N. Y.

BOSTITCH Inc., Westerly, R. I. (wire stitching and stapling equipment), appoints N. W. Ayer & Son, Phila.

DOESKIN PRODUCTS Inc., N. Y., to Grey Adv., that city, effective June 1.

YORK ELECTRIC & MACHINE Co., names Aitkin-Kynett, Phila.

GENERAL ELECTRIC APPLIANCES Inc., St. Louis (distributor of GE major appliances), names Olian Adv., that city, to handle dealer co-operative advertising.

EDWARD & JOHN BURKE Ltd. (Guiness Stout and Burke's Ale), names Compton Adv., N. Y.

TITEFLEX Inc., Newark (flexible all-metal hose and electrical connections), appoints John Falkner Arndt & Co., Phila.

J-A Corp., Chicago, appoints Buchanan & Co., that city, to handle new product, Lemon Quick, powdered lemon concentrate. Spot radio being used.

ELLENSBURG RODEO, Ellensburg, Wash., appoints Standard National Adv., Seattle.

CASSOU'S VARIETY BREADS appoints Jewell Adv., Oakland, Calif.

Adpeople • • •

E. S. HARTWICK, vice president, Carnation Co., L. A. (ice cream, evaporated milk), to represent Adv. Assn. of West on board of directors of Brand Names Foundation.

HUGH McKELLAR, assistant advertising manager, Squirt Co., Beverly Hills (beverage), elevated to sales promotion manager. CARL HOFFMAN, district sales manager, named advertising manager.

HANK LAVENTHOL, Adrian Bauer Adv., Phila., to Wings Shirt Co., N. Y., as advertising manager.

KAY STEWARD, Botsford, Constantine & Gardner, to advertising staff, California Spray Chemical Co., Richmond, Calif., as copy writer.

LOOK AT THE NEW ARRIVAL!

- An ABC affiliate which delivers for the advertiser Ohio's third largest market — the YOUNGSTOWN area!
- An ABC affiliate which delivers that market at a low cost per thousand listeners!
- An ABC affiliate with exclusive play-by-play of all Cleveland Indian Ball Games.

WBBW — the new ABC affiliate in YOUNGSTOWN — a young, vigorous station which can deliver . . .

CONCENTRATED COVERAGE with NO WASTE CIRCULATION

THE CHOICE OF MOST LOCAL ADVERTISERS

WBBW

YOUNGSTOWN, OHIO
1240 KC

REPRESENTED BY
FORJOE & CO. INC.

open mike

Standard Audit

EDITOR:

Thank you very much for your coverage of the matter of the proposed merger which has been in the wind lately. Through you we would also like to thank the broadcasters, reps and time buyers who have called and written expressing their hope that we continue with our original plan of bringing out our Standard Report of station circulation.

Because of our [belief] that a single measurement of circulation is absolutely necessary, we felt obligated to consider the merger proposals. We could not, however, decide that the merger was practicable for a number of reasons. Perhaps the most important of these is that we feel morally obligated to the 400 stations who have signed with us to produce a circulation measurement which is oriented to the individual needs of all types of stations rather than to the requirements of the networks or a few larger stations. A report which is originally planned and designed to satisfy station needs can usually be built up and processed to produce data of value to networks. The reverse is not always true.

Of course, the final decision as to the correctness of our thinking is up to the industry itself and we are perfectly willing to abide by their choice. We have no qualms in this regard, however, since experience has already demonstrated a wide acceptance of our type of measurement among both buyers and sellers of time.

Kenneth H. Baker
President
Standard Audit and Measurement Services Inc.
New York

* * *

Allocations Report

EDITOR:

In all the hurly burly of trying to read and analyze the Commission's TV allocation plan and order, I suddenly realized how importa it was to all attorneys practici before the FCC that BROADCASTI • TELECASTING was able to co out on the official release da (April 14) with a full and co plete printed version of the ga gantuan document. You and yo staff obviously toiled through th long hours of the Easter holiday order to provide a service that th Commission was not equipped do. You have our congratulatio and appreciation for a job w done. I regret that I cannot e press the same sentiments with r spect to the contents of the doc ment but recognize that you had control . . . over that factor.

Arthur W. Scharfeld
President
Federal Communications Bar Assn.
Washington, D. C.

* * *

EDITOR:

At this late date I want to ad my word of appreciation for the e tremely fine job you did on gettin out the report and order of th FCC lifting the television freez

This emphasizes still further m personal opinion that BROADCAST ING • TELECASTING is the best trad periodical published in any field.

Richard M. Fairbanks
President and General Manager
WIBC
Indianapolis, Ind.

* * *

Editorial Comment

EDITOR:

[I was] Perplexed when I rea your editorial writer's bland state ment (April 21) that no more tha a half-dozen AM educational sta tions remain on the air. Though maybe he meant those who ha been on the air 30 years, but found there are more than three time that number dating to 1922 . . .

Thought also that his statemen that "most" educational institu tions are under the aegis of govern ment must have been an error o typography, as I'm sure none o your editorial writers would ever stoop to glittering generalities . .

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

[EDITOR'S NOTE: What our editoria writer was referring to was non-com mercial educational AM stations, o which not many are left.]

Complete Coverage

EDITOR:

I am sorry that I have not writ ten to you sooner, but I have been rather snowed under since the con vention. I did want to express t you my personal appreciation fo the very wonderful coverage tha you gave to the BAB at the con vention and the follow-up story that appeared this week. . . .

It is certainly wonderful to have a trade magazine so thoroughly behind our radio industry in al of its activities.

Charles C. Caley
President and General Manager
WMBD-AM-FM Peoria, Ill.

LOCAL ADVERTISERS "KNOW" THE IMPACT OF FLORIDA'S SWEET MUSIC STATION NATIONAL ADVERTISERS ARE FINDING OUT "FAST"!!!!!

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

Place your schedule now and watch results come in.

CONTACT US DIRECT OR PAUL H. RAYMER COMPANY, INC.

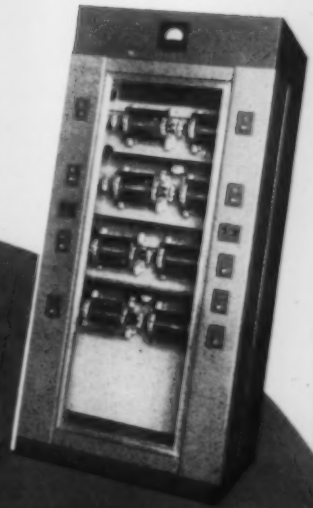
WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

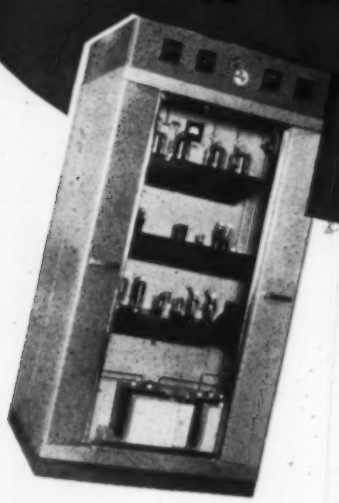


The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

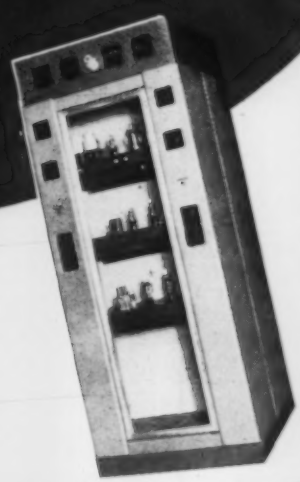
FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER



A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of engineering features found in larger equipments. All electrical design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.



Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

Distributed by GraybaR ELECTRIC COMPANY

GraybaR QUALITY SINCE 1869 REG U.S PAT OFF

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

north carolina's

Number 1 Salesman

WPTF

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

VOL. 42, NO. 18 MAY 5, 1952

POMEROY'S PLAN

New Radio Format Used by Allied Store

By BRUCE ROBERTSON

IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth $17,805 at a selling cost of 4.7%. A two-day Pomeroy's radio promotion on rugs produced sales totaling $2,415 at a selling cost of 1.4%. Announcements on WPAM Pottsville were the only means of advertising used in both campaigns.

Mr. Cuff

These two short-term promotions are only the beginning — albeit an auspicious one—of a long-term program of experimentation with the use of radio which Pomeroy's will undertake in the months ahead. Like the year-long radio test made in 1945 by Joske's of Texas, results of the Pomeroy's radio promotions will be available not only to other members of the Allied Stores group, to which both Pomeroy's and Joske's belong, but to other stores and radio stations throughout the country.

The Joske's radio experiment was conducted under the aegis of the NAB Dept. of Broadcast Advertising, now operating independently as Broadcast Advertising Bureau. Pomeroy's broadcast campaigns are being handled by the store, with Samuel H. Cuff, consultant to Allied, acting as general overseer of the store's radio activity.

A medium-sized store, under the $5 million volume class, Pomeroy's ratio of advertising costs to total sales is about 2-2½%; this is about one-third below the average in the nation. The store is no stranger to radio. Its radio expenditures have been running at the rate of about 16% of its newspaper advertising dollar volume, a remarkably high proportional allocation of advertising funds to radio for a department store to make.

Pomeroy's president, Robert B. Gable, is a full-fledged radio engineer and the author of a book on that subject, and the store has won numerous awards for its use of radio.

Unlike the Joske's radio pattern of "beamed broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's tests will comprise in toto an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

"Look at the advertising of a store in a week's newspapers," Mr. Cuff suggested, "and you will find an appreciable variation from day to day, with the largest amount of space used on Thursday and none, or very little, on Saturday. This is not at all like the typical radio pattern of commercial programs broadcast for the advertiser at the same time each day or each week. The reason is that the radio formula was developed by the networks primarily to meet the needs of national advertisers, whereas department stores have developed a pattern of buying space in newspapers based on their own requirements."

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

"Perhaps," Mr. Cuff commented, "the natural resistance of department store buyers to changing their habitual advertising methods may explain in part the relatively small place radio has in the overall department store advertising picture."

Ultimate Benefit Cited

Mr. Cuff pointed out that while station operators and salesmen are understandably adverse to having regular schedules cancelled in favor of short intensive store campaigns, they will be more happy about the situation when they find that over a period of several months the store's radio expenditures have substantially increased as a result of its own increased profits from using radio in its own way.

The coupon book campaign run by Pomeroy's on WPAM started on Sunday, March 30, with 34 spots on that day and the next, and continued through Wednesday, April 9, when 26 spots were used. The complete pre-Easter campaign included a total of 255 announcements. Coupon books are a form of advance credit, store money exchangable for merchandise now but to be paid later. A typical announcement read:

"Waiting for payday for Easter shop? Your favorite color . . . style and size may be gone! Come to Pomeroy's second floor credit department . . . ask for a coupon book . . . pay nothing down . . . no red tape . . . buy anything in the store . . . immediately! With each coupon book taken out Pomeroy's gives you free . . . a beautiful Dorset-Rex compact. Don't hesitate . . . this offer is good for———more

(Continued on page 34)

KPHO-AM-TV SALE

Meredith to Pay $1.5 Million

SALE of KPHO-AM-TV Phoenix, Ariz., for $1.5 million by John C. Mullins and associates to Meredith Publishing Co. was announced last week.

Upon FCC approval of the sale, the publishers of *Better Homes & Gardens* and *Successful Farming*, headquartered in Des Moines, will hold five broadcast stations—two AM and three TV. Meredith now owns WOW-AM-TV Omaha and WHEN (TV) Syracuse, N. Y.

Meredith is also applying for TV in Albany and Rochester, N. Y.

Included in the contract for the sale of the Phoenix stations is a separate agreement naming Mr. Mullins as managing director and consultant under the new ownership. Also remaining as consultants are present stockholders John B. Mills (owner of Westward Ho Hotel), chairman of the board of Phoenix Broadcasting Inc. (KPHO) and of Phoenix Television Inc. (KPHO-TV); Dr. J. N. Harber, secretary-treasurer of both companies; author Erskine Caldwell, vice president, and Riney B. Salmon, vice president.

Terms of the management and consultant contracts were not divulged.

Mr. Mullins and Mr. Mills were scheduled to fly to Honolulu Friday to further plans for a radio and TV station there.

KPHO, established in 1943, operates on 910 kc with 5 kw. It is an ABC affiliate. KPHO-TV, on Channel 5 with 17.5 kw output, was established in 1949 as KTLX (TV) by Texas oilmen W. L. Pickens, R. L. Wheelock and H. H. Coffield. In 1950 it was sold to Mr. Mullins and associates, including Rex Schepp-KPHO interests. Later that year Mr. Schepp sold out his interests to the Mullins group. It was at that time that Mr. Mullins bought KPHO from Mr. Schepp. KPHO-TV was renewed last week on a regular basis (story page 74).

Mr. Meredith

Mr. Mullins

Messrs. Pickens, Wheelock and Coffield also established KEYL (TV) San Antonio in 1950, and sold the station to Fort Industry Co. in 1951 for $1,050,000 [B•T, Oct. 15, Aug. 6, July 23, 1951]. They are still TV applicants for Corpus Christi and New Orleans VHF stations and for Dallas and Houston for UHF outlets.

Meredith Publishing Co. bought WOW-AM-TV in 1951 for $2,525,000 [B•T, Oct. 1, Aug. 13, 1951]. WOW is an NBC affiliate on 590 kc with 5 kw. WOW-TV is on Channel 6 with 17.2 kw.

Meredith-owned WHEN (TV) in west central New York is on Channel 8 with 27 kw.

Fred O. Bohen is president of Meredith Publishing Co. E. T. Meredith Jr. is vice president and general manager. Payson Hall is controller. All three are active in the operation of Meredith-owned broadcast properties.

RADIO POWER

Outpulls Newspaper Ad In Sears, Roebuck Test

RADIO easily outpulled newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in the St. Louis area and produced a much heavier dollar volume of purchases, according to an advertising survey conducted March 27-29 by Advertising Research Bureau Inc.

The two media were pitted against each other on equal terms, according to Joseph B. Ward, ARBI president. Radio advertising was placed on KXOK St. Louis. ARBI tests measure effectiveness of retail advertising by a point-of-sale measurement. Equal money is spent in two media, advertising the same merchandise during the test period.

Sears stores spent $745.70 for a newspaper advertisement carried March 26 in the *St. Louis Post Dispatch*. The ad totaled 110 column inches. Spot announcements, 50 in all, were carried on KXOK at a total cost of $752.50. The schedule consisted of five announcements March 26, with 20 the next day, 18 the third day and seven on the last day of the test.

A trained interviewer was stationed in each of the stores—North Store, South Store and East St. Louis Store. They interviewed 86% of all customers showing an interest in the test merchandise.

Combined results for the three stores show radio produced 41.6% of store traffic for the test merchandise, Coldspot refrigerators and Kenmore gas ranges. The newspapers produced 25.7%.

In percent dollar value of purchases, the radio advertising produced 45.1% of the total amount compared to 29.8% for the newspaper despite the fact 57.6% of newspaper traffic purchased merchandise compared to 48.6% of radio traffic.

Analysis of traffic by days indicated radio produced 33.9% of traffic the first day of the test, 39.2% the second day and 49.5% the third day. This showed a sharp growth in radio impact during the three days. On the other hand the newspaper produced 29% of traffic the first day, slightly more to 31.4% the second day and with figures toppling back to 17.2% the third day.

Radio traffic was divided rather evenly by source, 53.3% of its total coming from in-city sources and 45.8% from outside the city, with 0.9% unascertained. Of newspaper traffic, 69.7% came from the city and 28.8% outside the city, with 1.5% unascertained.

The radio announcements proved radio definitely superior to newspaper lineage in attracting customers to the North Store and East St. Louis Store. On the other hand, the newspaper attracted nearly twice as much traffic to the South Store.

Comparative Pull

From the standpoint of dollar results, radio produced 47.9% of dollar value of purchases at the North Store compared to only 27.4% for the newspaper. At the South Store, newspaper produced 49.8% of dollar sales compared to 27.5% for radio.

Radio's superiority was most strikingly shown at the East St. Louis Store, where its dollar sales were six times those of the newspaper. At this store radio produced 60.5% of dollar value of purchases against only 10.3% for the newspaper. Radio drew 48.2% of the traffic in this store compared to 10.7% for the newspaper.

Tabulated results of the ARBI tests are shown at left.

* * *

COMBINED RESULTS

	Radio	Newspaper	Both	Other	Total
Traffic	107	66	12	72	257
% Traffic	41.6%	25.7%	4.7%	28.0%	100.0%
No. Purchasing Merchandise*	52	38	8	18	116
% Purchasing Merchandise*	48.6%	57.6%	66.7%	25.0%	45.1%
% Dollar Value of Purchases*	45.1%	29.8%	9.6%	15.5%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Thursday	33.9%	29.0%	6.5%	30.6%	100.0%
Friday	39.2	31.4	3.9	25.5	100.0%
Saturday	49.5	17.2	4.3	29.0	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	53.3%	69.7%	75.0%	51.4%	58.0%
Outside City	45.8	28.8	25.0	48.6	41.2
Unascertained	0.9	1.5			0.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

NORTH STORE

	Radio	Newspaper	Both	Other	Total
Traffic	66	33	9	35	143
% Traffic	46.2%	23.1%	6.3%	24.4%	100.0%
No. Purchasing Merchandise*	30	18	6	6	60
% Purchasing Merchandise*	45.5%	54.5%	66.7%	17.1%	42.0%
% Dollar Value of Purchases*	47.9%	27.4%	14.4%	10.3%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Thursday	38.7%	25.8%	9.7%	25.8%	100.0%
Friday	41.1	28.6	7.1	23.2	100.0%
Saturday	55.4	16.1	3.5	25.0	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	57.6%	63.6%	66.7%	40.0%	55.2%
Outside City	42.4	33.3	33.3	60.0	44.1
Unascertained		3.1			0.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

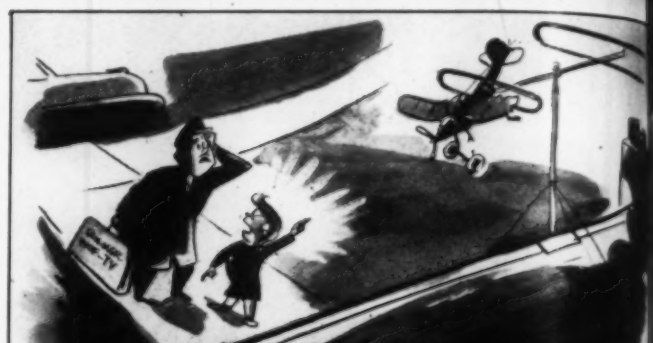
SOUTH STORE

	Radio	Newspaper	Both	Other	Total
Traffic	14	27	2	15	58
% Traffic	24.1%	46.6%	3.4%	25.9%	100.0%
No. Purchasing Merchandise*	10	17	2	6	35
% Purchasing Merchandise*	71.4%	63.0%	100.0%	40.0%	60.3%
% Dollar Value of Purchases*	27.5%	49.8%	7.8%	14.9%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Thursday	8.3%	58.3%	....	33.4%	100.0%
Friday	30.8	53.8	....	15.4	100.0%
Saturday	25.0	30.0	10.0%	35.0%	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	57.1%	81.5%	100.0%	73.3%	74.1%
Outside City	35.7	18.5	....	26.7	24.1
Unascertained	7.2	....	....	....	1.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

EAST ST. LOUIS STORE

	Radio	Newspaper	Both	Other	Total
Traffic	27	6	1	22	56
% Traffic	48.2%	10.7%	1.8%	39.3%	100.0%
No. Purchasing Merchandise*	12	3	....	6	21
% Purchasing Merchandise*	44.4%	50.0%	....	27.3%	37.5%
% Dollar Value of Purchases*	60.5%	10.3%	....	29.2%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Thursday	42.1%	15.8%	5.3%	36.8%	100.0%
Friday	45.0	10.0	....	45.0	100.0%
Saturday	58.8	5.9	....	35.3	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	40.7%	50.0%	100.0%	54.5%	48.2%
Outside City	59.3	50.0	....	45.5	51.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.



Drawn for BROADCASTING • TELECASTING by Sid H

"And I heard you tell Mom TV towers ain't dangerous to navigation

Hi-Lite Names Olian

HI-LITE Industries, Chicago (plastic dishes), has named Olian Adv., also Chicago, as its agency. Radio spots will be used.

NEW ARBI GAUGE

Lists Radio vs. Press P

NEW system of rating radio st tions on the basis of ability to co pete with newspapers in attracti business to stores was announc at the Washington State Assn. Broadcasters April 25 meeting (s story page 46) by Joseph B. Wa president of Advertising Resear Bureau Inc., Seattle (see St. Lo ARBI survey, this page).

Awards are given to stati achieving an "ARBIndex" rati of more than 1.0. ARBIndex w described by Mr. Ward as the ra of performance at the point of s of a radio station and a newspap based on ARBI surveys in wh an equal sum is spent in both me for identical goods advertised multaneously. If the station a newspaper draw the same numb of people, the station gets a rati of 1, the newspaper being the co stant factor. A 2 to 1 ratio wou give an ARBIndex rating of 2.0.

Mr. Ward explained the ratin are not comparable to listenersh ratings but instead measure effe tiveness in drawing traffic. Sev out of 10 stations included in pa ARBI surveys have qualified f the certificate, Mr. Ward said.

If a station has an ARBInd of between 1.1 and 1.5, Mr. Wa explained, its advertising rates a in good shape. If the rating is b tween 1.5 and 2.0, the rates wou appear to be too low, with the st tion giving too much value to t retailer in comparison with new paper pulling power. If the ind is less than 1.0, the station's rat likely are too high, according Mr. Ward.

Offering several tips on increa ing local business, he advised tim salesmen to confer with store bu ers, who actually make media d cisions. He said ARBI surveys sho that people who come into reta stores because of advertising b three times as much as shopp who come for other reasons.

PROGRAM PROBE? *Hill Group Clears Resolution*

A SWEEPING proposal that radio and television programs be studied and investigated in the House was approved by its Rules Committee last week.

In a sudden maneuver, a resolution (H Res 278) was cleared through the sentinel committee and placed before the House for action.

If approved by the House, the Interstate and Foreign Commerce Committee or its subcommittee would be empowered to make a full-scale study and investigation of radio-TV programs. It would be in a position of passing judgment on what it believes to be "offensive and undesirable radio and television programs."

The study would "determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence, and corruption."

Under the resolution, authored last year by Rep. A. C. Gathings (D-Ark.), House probers would make recommendations for the "elimination" by legislation of these so-called offensive or undesirable programs.

Suggestions also would be forthcoming on how, through legislation, the House could "promote higher radio and television standards."

Freedom of committee action would be permitted by giving the unit subpena power to require appearance of whomever it wished to have testify and submission of any books, records, correspondence, memoranda, papers or documents it would wish to study.

Rep. Gathings appeared before the Rules Committee last Tuesday. He explained that in effect he wanted a probe of radio-TV programming whether it be by a special committee or by the Interstate & Foreign Commerce group. The rules group, with Rep. Eugene Cox (D-Ga.) in the chair, apparently agreed with him.

The rules unit has seen fit in the past to approve a similar request. Only difference then, when it cleared Rep. Gathings' resolution lumping together comic books, magazines and pocket-size books, was the placing of all these media within jurisdiction of a select committee [B•T, March 31]. Now the probe will be split with radio-TV coming under the purview of Chairman Robert Crosser's (D-Ohio) commerce group, and the other media under a specially set up committee.

Five Man Subcommittee

It was expected that a five-man subcommittee will be named, headed by Rep. Lindley Beckworth (D-Tex.) and that it will confer with the recently-named NARTB-TV Code Review Board. Greatest complaint, it's understood, has been against blatant beer commercials.

Wading through the maze of resolutions and rescinding actions by Rep. Gathings and the Rules Committee, the situation in layman's language narrows down to this:

1. Originally, in 1951, Rep. Gathings proposed his investigation of radio and television programs. He wanted the House Commerce group to do the investigating [B•T, April 21, 7].

2. This year, Rep. Gathings asked for a select, 15-man committee to look into radio and television and while it was at it, also study comic books, magazines and pocket-size books.

3. The Rules Committee okayed this request. But the House Commerce group objected because if any investigating was to be done on radio and TV, it wanted the say.

4. Subsequently, Rep. Gathings agreed with the Crosser Committee and the House leadership went along. The question then boiled down to the original Gathings resolution directing the commerce group to take full responsibility. Query was, how did the Crosser Committee feel?

The answer was signed, sealed and delivered on Tuesday when Rep. Oren Harris (D-Ark.), representing Rep. Crosser and the full commerce group, stated the committee backed the Gathings request.

What followed was routine. The Rules Committee accepted this as a green light and rescinded its original approval of a resolution to lump all media together, separated radio and TV from the printed media, and okayed the new concept: The Commerce group to investigate radio and television, a special committee to probe printed media.

Rep. GATHINGS

Final test remaining is what will happen to the Gathings resolution in the House. If approved by the House, the action will serve as a mandate that the study and investigation be conducted.

Significantly, the Gathings resolution provides that the study shall be conducted whether the House is in session, in recess or adjourned.

'PORSCHE' QUERY

Rates Asked by Auto Firm

MANUFACTURERS of the "Porsche" automobile, a German car, are thinking of directing a radio spot campaign toward American buyers and have written to radio managers asking for station rates.

A letter signed by Richard von Frankenber, director of publicity for Porsche, located at Stuttgart-Zuffenhausen, Schweiberdinger Str. 141, Germany, requests the following information:

(1) The cost of air time for quarter-hour programs once a week in both Class A and B time for a minimum of 13 weeks.

(2) These rates should apply as follows: The cost when supplied with transcribed programs, and when a staff announcer is used for the introductions and sign-off.

(3) The cost differential between the price Porsche would pay when its organization supplies the transcribed program, and when the station staff prepares, for instance, one quarter-hour news broadcast per week for 13 weeks.

NATIONAL SPOT BUYS

Nine Ready Plans

By FLORENCE SMALL

FOLLOWING on a period of comparative quiet, radio spot business came alive last week as at least nine national advertisers moved into spirited spot action, led by the three major cold-remedy manufacturers.

The most significant features of the cold remedy activity are: (1) the remarkably early disclosure of plans in this strongly competitive field, and (2) the unusual out-of-season projects being undertaken by these firms.

Seeck and Kade Inc., New York (Pertussin), has placed an unusual three-week schedule on independent stations in about 25 to 30 secondary markets starting this week.

The firm's agency, Erwin, Wasey & Co., New York, is also preparing a radio spot presentation which will include availabilities on women's participation shows in about 100 markets. The radio and TV spot schedule is understood to be a larger one than last season's. The orders will be placed in mid-June but with starting dates set for next October.

Vick Chemical Co., through Morse International, New York, is currently preparing its radio and TV spot budget. The actual buying of radio spots will start about July 1 for a late September or early October launching.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, is placing a 17-week schedule using one-minute transcriptions in about nine states, starting June 2 in the malaria belt area. For its cold remedies, Grove Labs. is also planning to start buying its fall campaign around July 1.

Hadacol Campaign

Hadacol Inc., Lafayette, La., is understood to be buying radio spots again. Firm is placing its campaign direct and is buying from 18 to 30 spots per week in 100 cities located in the following states: Oklahoma, Arkansas, western Tennesee, Georgia, Alabama, Mississippi, eastern Texas, and Louisiana, effective early this month. Although the spots are being bought directly by the advertiser the transcriptions were produced by the Erwin, Wasey advertising agency in New York.

Lever Brothers, New York, on behalf of its silver dust, has started a daytime radio spot campaign in 60 markets. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, New York, are for 26 weeks.

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is preparing a spot announcement campaign to start May 5. Schedule will first break in Wisconsin.

Stoppers Inc., New York (Clover, an all-day deodorant), through Donahue & Coe, New York, is taking under advisement a spot radio schedule which, if approved, will start late in July or early August. Definite decision should be forthcoming shortly.

Remington Records Inc., New York, through its newly appointed agency, The Bobley Co., New York, effective May 15 will buy spot announcements on nine Good Music stations to promote its "3 Master Work Recordings For The Price of 1" in a nationwide drive to compete for the classical record market. Contracts are for 13 weeks.

Firm also plans to use film spots to start in about two weeks but the station and market list has not yet been prepared. It will be national.

In addition, Loew's Theatres, New York, is placing both TV and radio spots in about 25 cities to promote the motion picture, "Singing in the Rain" (see NEW BUSINESS, page 18). Donahue & Co., New York, is agency.

BMI CLINICS

President Carl Haverlin of BMI addresses the April 24 clinic at Calgary, Alta.

SOME 18 BMI program clinics—attended by an estimated 1,400 broadcasters—were held in various parts of the country within the last fortnight, with another 24 scheduled for the next ten days.

Attendance at the total of more than 40 sessions scheduled for the April 27-May 16 period in the United States and Canada was reported as "continuing to run far ahead" of the similar series held last year.

Twelve traveling teams of three or four speakers each—joined by several local speakers in every city—are making the tour, accompanied by BMI officials and field men.

Nine clinics held last week and one held April 24 in Calgary, Alberta, reported their progress this week, as follows:

PHOENIX, April 28

Radio's meeting the challenge of television was the focal point of 85 station executives who traveled from five states to hear how to get radio "off the spot," prime topic Monday at the first BMI clinic ever held in Arizona.

Keynote was sounded by Murray Arnold, program director of WIP Philadelphia, who said flatly: "Radio is on the spot. Let's get moving now. Radio must have new material, new ideas, new faces and—most of all—new sounds if we are to meet the competition of television." The one big shortcoming is lack of progressiveness, he charged, hitting at radio programming which has become, in too many cases, "stagnant."

Best way to meet the TV challenge, he advised, is through local color and local talent. The program director proposed that executives stay at home occasionally to listen to their own stations, look for flaws and find errors that can be corrected, even though the valuable experience can also be a "brutal" one.

"A fast buck is not the best buck," according to George Higgins, managing director of KMBC Kansas City, who spoke on the relationship between programming and sales. "Too often a salesman has sold a program which has no chance to sell the particular product it's supposed to sell," he regretted. "There is nothing worse we can do in radio."

Emphasizing personal contacts by salesmen, KMBC, he said, has its representatives accompanied by a continuity writer once a week to visit every client the station has. The big point is cooperation between program and sales departments, Mr. Higgins noted, with the result of fresh and salable material that pleases the advertiser.

Clinic chairman was Ralph Wentworth, BMI field representative, assisted by Glenn Dolberg, BMI station relations manager. Albert Johnson of KOY, president of the newly founded Arizona Broadcasters Assn., opened the session, which also featured the following speakers: Wayne Sanders, manager of KCNA Tucson; James Russell, president of KVOR Colorado Springs, Frank Burke, editor of *Radio Daily*, Jack Williams, KOY Phoenix program director and Ed Frech, program director, KFRE Fresno, Calif.

* * *

HOLLYWOOD, April 29

Murray Arnold, program director of WIP Philadelphia, charged radio with derelictions and said the industry must inject "new program twists and aids" to offset competition and the loss of audience confronting it today.

The Hollywood meeting, co-sponsored by Southern California Broadcasters Assn., had James I. Cox, BMI West Coast representative, acting as chairman. George Higgins, managing director of KMBC Kansas City, advised management to police its "own operations," stressing that every department is important to the station's success and every employe a public relations man. He said staff members should be sales minded.

Ed Frech, program director of KFRE Fresno, said radio has been "taking quality for quantity and taking easy money for bad programs." It now must correct its own errors and must raise its programs and sales standards, he said. said.

James Russell, president of KVOR Colorado Springs, echoed a statement by Mr. Frech on the importance of local public service and news programming, saying an NARTB radio survey indicates 76.1% of women and 82.9% of men prefer news programs to all others, yet only 7% of the average station's time is devoted to locally produced newscasts.

Maurice Mitchell, vice president and general manager of Associated Program Service, New York, advised station managements to use sales aids sent them.

Alan Torbet, general manager of KROW Oakland, said his station builds programs for ten different types of audiences daily, and by this means has developed an excellent sales tool for its account executives, besides giving advertisers their choice of the type of audience they wish to reach. He said KROW sales executives, using charts, are able to show advertisers how to cut down on newspaper space and spend the money on radio.

Mark L. Haas, vice president and program director, KMPC Hollywood, spoke on "Radio's Inferiority Complex," chiding radio management for its fear, because radio is "still the most effective mass influence, greatest advertising medium and foremost exponent and practitioner of public service."

* * *

NASHVILLE, April 29

In Nashville last Tuesday, BMI conducted a clinic in cooperation with Tennessee Assn. of Broadcasters. Perry Sheftall, WJZM Clarksville, opened the meeting as TAB president with Jim Sparnon, BMI field representative, serving as clinic chairman.

Bruce Wallace, manager of public service, WTMJ Milwaukee, spoke on the topic, "Seek the Right Kind of Public Service Programs"; Al Kenngott, program director of WKDA Nashville, on "Building Record Shows vs. Playing Records"; Hugh Smith, program service director of KPIX (TV) San Francisco, on "Sundial or Stopwatch."

Robert J. Burton, BMI vice president, reviewed the copyright situation. Other speakers were: Carter

Several Coincide With State Assn. Meets

M. Parham, president of WDE Chattanooga, "Building Stati Relations in Your Community" Catherine Peden, sales manager WHOP Hopkinsville, Ky., recent named "Woman of the Year" Hopkinsville, "Better Programs More Sales"; Ralph Snelgro owner and general manager CKBB Barrie, Ont., "A Big Qua ter Kilowatt of Personality."

Ninety-one broadcasters attend the clinic. Ralph W. Hard NARTB government relations d rector, spoke at the dinner meetin discussing the radio legislati situation. WSM Nashville pro vided talent for the program. Th TAB membership adopted a res lution in favor of a proposal t revise the state constitution so can be amended.

* * *

BATTLE CREEK, MICH., April

Announcement of the Michig state legislature's approval of measure relieving broadcaster from paying 3% sales and use tax on broadcasting equipment an electricity was made by Dan Jayne of WELL Battle Creek, pres ident of the Michigan Assn. Broadcasters, at MAB's joint mee ing with the BMI clinic.

He said the tax exemptions wi allow savings in operation of exist ing stations and give even greate relief for those entering televisio The action followed a long cam paign against the tax by Michig broadcasters.

Burt Squire, BMI field repre sentative, presided at the clinic.

Speakers and their topics were Hal Bumpus, news director, KVO Colorado Springs, Col., "Loca News Builds Local Interest an Sales"; John McLaughlin, adver tising manager, Kraft Foods Co "What the Advertiser Expects fro Radio"; Leonard Kapner, president WCAE Pittsburgh, "Music I Exactly What You Make It"; Syd ney M. Kaye, vice chairman of th board and general counsel of BM "Copyright Hints and Pitfalls" Gus Hagenah, vice president Standard Radio Inc., "Music Has Charms"; Robert Tincher, vic president and general manager WNAX Yankton, S. D., "Program ming Begins in the Front Office. A tape recording of a speech mad at an earlier BMI clinic by Georg J. Higgins, managing director an vice president in charge of sale KMBC-KFRM Kansas City, "Sales and Programming" also wa played.

* * *

RICHMOND, VA., May 1

Gordon Phillips, assistant man ager of WROV-AM-FM Roanok told listeners at the Richmond cli ic that "intelligent programmin builds sales and profits." Mr. Phi lips said: ". . . There is nothin

(Continued on page 36)

RADIO HOMES

Vermont, Nevada Data Reported

NUMBER of radio homes in Vermont rose from 80,253 in 1940 to 98,855 in 1950, or 96.8% saturation, according to final figures for the state made available by the U. S. Census Bureau. Figures also were made available for Nevada, where the number of radio homes rose during the decade from 26,200 to 45,570, or 93.4% of saturation (see tables this page).

Radio saturation in Vermont was highest, 98.3%, in urban areas. It was lowest, 95.7%, in rural nonfarm areas. The city of Rutland had the highest saturation, 98.7%. Among counties, Chittenden was highest with 98.0% of all homes having radios.

In Nevada, 1950 radio ownership ranged from 96.5% in urban to 88.8% in rural non-farm areas. Reno had 97.2% saturation compared to 96.8% in Las Vegas. Among counties, Douglas topped the list with 96.5% saturation.

First state breakdown on radio and TV ownership under the 1950 Census covered Delaware [B•T, April 14].

TV In Vermont

Television ownership in Vermont as of April, 1950, when the decennial Census was taken, showed a saturation of 1.7%, or a total of 1,730 television homes. The state has no TV stations but gets some reception from other northeastern states.

At the time of the Census enumeration, nationwide TV ownership was less than a third the current figure.

Nevada had TV saturation of 0.5% in April 1950, or a total of 265 sets, according to the Census Bureau. Only possible reception was from distant stations.

THE STATISTICS in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, Nos. 45 and 28 respectively, for Vermont and Nevada, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 25¢ per copy for Vermont and 30¢ for Nevada.

Statistics on distribution of the population in Vermont and Nevada are presented in a final report of the 1950 Census of Population, Series P-A, Nos. 45 and 28 respectively, now available from the Superintendent of Documents at 10¢ per copy for Vermont and 15¢ for Nevada. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Vermont and Nevada are presented in a final report of the 1950 Census of Population, Series P-B, Nos. 45 and 28 respectively, available from the Superintendent of Documents, at 30¢ per copy for Vermont and also for Nevada. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEVADA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				Homes with Radio				TV Homes	
			Number reporting	Number	Percent	1940 Radio Homes	Number reporting	Number	Percent
The State	160,083	50,241	48,785	45,570	93.4	26,200	48,705	265	0.5
Urban and rural nonfarm	146,622	46,623	45,185	42,375	93.8	23,294	45,115	235	0.5
Urban	91,625	29,973	29,010	27,995	96.5	11,405	29,015	155	0.5
Rural nonfarm	54,997	16,650	16,175	14,380	88.9	11,889	16,100	80	0.5
Rural farm	13,461	3,618	3,600	3,195	88.8	2,906	3,590	30	0.8
No Standard Metropolitan Areas									
No Urbanized Areas									
Urban Places of 10,000 or More:									
Las Vegas	24,624	8,264	8,130	7,870	96.8	2,080	8,130	30	0.4
Reno	32,497	10,949	10,355	10,070	97.2	6,160	10,375	80	0.8
Counties:									
Churchill	6,161	1,938	1,865	1,740	93.3	1,183	1,855	5	0.3
Clark	48,289	14,959	14,675	13,960	95.1	13,788	14,620	65	0.4
Douglas	2,029	590	565	545	96.5	437	565	—	—
Elko	11,654	3,478	3,425	3,100	90.5	2,433	3,390	5	.4
Esmeralda	614	269	235	195	83.0	400	240	5	2.1
Eureka	896	334	330	250	75.8	248	330	—	—
Humboldt	4,838	1,465	1,365	1,165	85.3	958	1,365	10	.7
Lander	1,850	583	625	535	85.6	390	620	5	.8
Lincoln	3,837	1,122	1,115	990	88.8	961	1,110	—	—
Lyon	3,679	1,132	1,140	1,045	91.7	903	1,130	5	.4
Mineral	5,560	1,727	1,740	1,570	90.2	475	1,750	—	—
Nye	3,101	1,115	1,015	820	80.8	897	1,015	5	.5
Ormsby	4,172	1,244	1,240	1,190	96.0	821	1,240	5	.4
Pershing	3,103	1,014	990	855	86.4	593	995	10	1.0
Storey	671	253	245	205	83.7	317	245	5	2.0
Washoe	50,205	16,274	15,274	14,910	97.6	8,703	15,530	110	.7
White Pine	9,424	2,744	2,744	2,495	90.9	2,693	2,705	20	.7

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—VERMONT

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				Homes with Radio				TV Homes	
			Number reporting	Number	Percent	1940 Radio Homes	Number reporting	Number	Percent
The State	377,747	103,496	102,105	98,855	96.8	80,253	101,905	1,730	1.7
Urban and rural nonfarm	296,615	83,981	82,855	80,320	96.9	60,617	82,640	1,450	1.8
Urban	137,612	39,080	38,800	38,140	98.3	30,404	38,710	610	1.6
Rural nonfarm	159,003	44,901	44,055	42,180	95.7	30,213	43,930	840	1.9
Rural farm	81,132	19,515	19,250	18,535	96.3	19,636	19,265	280	1.5
No Standard Metropolitan Area									
No Urbanized Areas									
Urban Places of 10,000 or More:									
Barre	10,922	3,302	3,245	3,180	98.0	2,819	3,235	—	—
Burlington	33,155	8,804	8,755	8,615	98.4	6,732	8,745	100	1.1
Rutland	17,659	5,239	5,230	5,160	98.7	4,235	5,220	245	4.7
Counties:									
Addison	19,442	4,989	4,845	4,650	96.0	3,705	4,835	205	4.2
Bennington	24,115	7,016	6,885	6,670	96.9	5,459	6,875	395	5.7
Caledonia	24,049	6,865	6,845	6,620	96.7	5,634	6,845	30	.4
Chittenden	62,570	16,075	15,985	15,670	98.0	11,521	15,955	160	1.0
Essex	6,257	1,705	1,670	1,585	94.9	1,376	1,655	5	.3
Franklin	29,894	8,074	7,930	7,765	97.9	6,472	7,950	55	.7
Grand Isle	3,406	922	840	805	95.8	767	840	—	—
Lamoille	11,388	3,015	2,940	2,765	94.0	2,381	2,940	35	1.2
Orange	17,027	4,612	4,495	4,320	96.1	3,544	4,495	35	.8
Orleans	21,190	5,680	5,590	5,390	96.4	4,626	5,565	10	.2
Rutland	45,905	12,872	12,820	12,395	96.7	10,285	12,755	595	4.7
Washington	42,870	11,549	11,380	11,065	97.2	9,293	11,345	65	.6
Windham	28,749	8,404	8,220	7,845	95.4	6,455	8,190	80	1.0
Windsor	40,885	11,718	11,660	11,310	97.0	8,735	11,660	60	.5

BRIGHTMAN NAMED

To Demo Publicity Post

APPOINTMENT of Samuel C. Brightman as acting director of publicity for the Democratic National Committee was announced last week by Chairman Frank E. McKinney.

Mr. Brightman, a former newsman at KSD St. Louis and Washington correspondent for the *Louisville Courier-Journal*, has been on the committee publicity staff for the past five years. He succeeds Charles Van Devander, who resigned as publicity director April 15.

Mr. Van Devander, previously Washington bureau chief for the *New York Post*, was reported last week to have accepted the post of campaign manager for Sen. Robert Kerr (D-Okla.), a Presidential aspirant.

Mr. Brightman also served on the news staffs of the *St. Louis Star-Times* and *Cincinnati Post* and saw Army service from 1942 to 1945. He is a native of Missouri.

'CHAPEL' SERIES

World Plans Second Release

WORLD Broadcasting System's *Chapel by the Side of the Road* was reported last week by Herbert Gordon, vice president in charge of production, as so successful that a second transcribed radio series of the Bible readings will be produced.

Chapel, featuring actor Raymond Massey as the reader, is currently heard on more than 400 stations. Local station managers, Mr. Gordon said, indicate that their audience mail is rising as a result of the program, which listeners consider a "solace" and "source of inspiration."

World also plans a series of transcribed lullabies from all nations and has signed soprano Mimi Benzell to record them. Other performers recently contracted for by World include Muggsy Spanier and his Dixeland Band and the Circle C Boys, popular western music group.

Andrews Named

NEW Director of the Point Four Technical Assistance Program is Stanley Andrews, former owner of KARK Little Rock, Ark. He was officially sworn in last Thursday. He was highly commended at the ceremonies by State Secretary Dean Acheson. On leave from his Agriculture Dept. post as Director of the Foreign Agricultural Office to which he was appointed in 1949, Mr. Andrews edited the *Arkansas Farmer* in addition to his radio activities.

Ghilain Joins WMAL

DUAL role with the Evening Star Broadcasting Co. will be filled by John E. Ghilain May 15 when he joins WMAL-AM-TV Washington as assistant to the director of programs and director of advertising and publicity, according to Kenneth H. Berkeley, vice president and general manager. Mr. Ghilain was head of radio-television advertising, publicity and sales promotion department for NBC's WRC-AM-FM WNBW (TV) Washington.

ALEX SEGAL
ABC Director
Celanese Theatre

ALISTAIR COOKE
BBC
Letter from America

* * *

TED HALLOCK, KPOJ Prog. Dir.
Careers Unlimited &
Civic Theatre of the Air

* * *

IRVIN GITLIN
CBS Radio, Producer
The Nation's Nightmare

* * *

BOB ELLIOT-RAY GOULDING
NBC *Bob and Ray Show*

EDWARD R. MURROW
CBS-TV
See It Now

* * *

DOROTHY GORDON
WQXR Moderator
New York Times Youth Forum

PEABODY WINNERS

Ten Are Honored

MERITORIOUS accomplishments in radio and television in 1951 were recognized with distinguished George Foster Peabody awards at the 12th annual presentation in New York last Thursday.

Ten awards were announced at a luncheon meeting of the Radio Executives Club in the Grand Ballroom of the Hotel Roosevelt. They were presented by Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody National Advisory Board.

The citations were divided into five for radio, four for television and one, a combination radio-TV award. Several hundred radio-TV leaders convened for the occasion, which was broadcast and telecast by most major networks and WQXR New York.

Drawing encomiums in the radio classification were CBS Radio, WQXR New York, NBC for its *Bob and Ray*, KPOJ (MBS) Portland, Ore. and Alistair Cooke on BBC. WSB-AM-TV Atlanta was cited for "meritorious regional public service by radio and television."

In the video category, top plaudits went to Edward R. Murrow's *See It Now* on CBS Television, NBC-TV's Gian Carlo Menotti, ABC-TV's *Celanese Theatre*, and WCAU-TV (CBS-TV) Philadelphia.

The occasion marked the sixth consecutive year that the presentations highlighted a luncheon session of the Radio Executives Club of New York presided over by I. E. (Chick) Showerman, president.

The awards, announced by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, "are designed to recognize the most distinterested and meritorious public service" and to "perpetuate" the memory of the late George Foster Peabody. The awards were set up with the assistance of NARTB and are administered by the Henry W. Grady School of Journalism and a distinguished National Advisory Board.

CBS Radio drew a radio educational program citation for its *The Nation's Nightmare*, lauded as a "shattering and fearless documentary series on syndicated crime in the United States." The program and producer, Irving Gitlin, were

(Continued on page 60)

Winners of George Foster Peabody Awards

Radio and TV

- **Public Service by a Local Station—WSB (NBC) Atlanta, *The Pastor's Study and Our World Today*.**

Radio

- **Public Service by a Local Station—KPOJ (Mutual) Portland, Ore.**
- **Entertainment (non-musical)—*Bob and Ray*, NBC.**
- **Educational—*The Nation's Nightmare*, CBS Radio.**
- **Youth Programs—*New York Times Youth Forum*, WQXR New York.**
- **Contribution to International Understanding—Alistair Cooke's *Letter from America*, BBC.**

Television

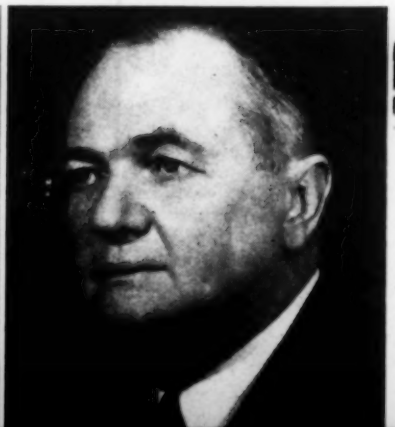
- **Educational—*What in the World*, WCAU-TV (CBS-TV) Philadelphia.**
- **Entertainment (Music)—Gian Carlo Menotti *(Amahl and the Night Visitors)*, NBC.**
- **Entertainment (non-musical)—*Celanese Theatre*, ABC.**
- **News and Interpretation—Ed Murrow and *See It Now*, CBS Television.**

J. LEONARD REINSCH
WSB-AM-TV Managing Dir.
The Pastor's Study &
Our World Today

DONALD W. THORNBURGH
WCAU-TV President &
General Manager
What in the World

* * *

GIAN CARLO-MENOTTI
NBC
Amahl and the Night Visitors



HOUSE FCC BILL

Cleared for Early Debate

THE HOUSE's "traffic cop," its Rules Committee, waved ahead the Senate-passed McFarland bill (S 658) last week with hopes pinned on an early vote in the lower chamber.

It is now up to House managers to set a definite day for debate, a maximum of three hours to be allowed. That point should be reached within two weeks, Capitol Hill observers agree.

By action of the House Rules Committee, through which all legislation in that body must pass on the way to the floor, the bill to modernize FCC functions and procedures can be further amended during debate.

Once the House passes the bill, it is certain to go to joint Senate-House conference.

Rep. Oren Harris (D-Ark.), who has been acting as chief lieutenant for House Interstate and Foreign Commerce Committee Chairman Robert Crosser (D-Ohio), appeared before the Rules Committee last Tuesday.

He presented the background, outlining in general the bill's purposes and provisions, in order to justify the granting of a "rule"—i.e., clearance for formal House action.

Rep. Harris told the committee, under acting chairmanship of Rep. Eugene Cox (D-Ga.), that in the "public interest something ought to be done" to facilitate the processing of station licenses.

First Since 1934

He noted the bill was "rather complicated" and "highly technical" and that he wouldn't "endeavor to explain technical" portions of the bill "even if I could."

But, he said, S 658 would be the first major legislation in communications since the Act now on the books was enacted in 1934. Since that date, he said, there has been "much progress and development in communications, particularly, in radio and television."

Rep. Harris said that the Commerce Committee in agreeing on its own version of the McFarland bill, sponsored by Majority Leader Ernest W. McFarland (D-Ariz.) in the Senate for the past four years, found it necessary to consult with the committee's own staff, the staff of the Senate Commerce Committee, with FCC and with the radio-TV industry.

In brief he said, the key purposes of the bill are:

(1) Improve FCC's organizational setup, particularly the administrative functions of the FCC and its staff. (2) Clarify and improve FCC's procedure of granting permits and licenses for radio and television (a point, he said, of greater importance today because of the freeze lift in TV). (3) Develop new administrative changes. (4) Modify and change FCC procedures and rules in hearings. (5) Impose special requirements upon FCC in its exercise of quasi-judicial functions as compared to rule-making.

Not all of the committee was in accord, Rep. Harris admitted, particularly in the technical phases of the bill. He cited organizational setup as one field of disagreement.

Long a foe of FCC, Rep. Cox questioned its very existence, bringing up his charges of previous years that it has "brow-beaten and intimidated" licensees. Rep. Clarence Brown (R-Ohio), a key member of the committee, who once served on the Commerce group, noted that his chief concern has been the "great abuse of power and a great deal of favoritism" allegedly attributed to the FCC.

Rep. Brown said he favored this bill. It is an "excellent piece of work as a whole," he declared. If there is anything left to correct, Rep. Brown continued, the House can do so with "minor bills."

Prodded by Rep. Cox, Rep. Harris asserted the committee had come to the conclusion that the FCC has not performed its function . . . "the staff has been performing the function of what was the Commission's." The bill, he said, would correct this.

Asked by Rep. Cox as to "what extent did FCC help write the bill?" Rep. Harris explained that among others the views of former FCC Chairman (then Chairman) Wayne Coy; Comr. Robert F. Jones; Joseph H. Ream, executive vice president of CBS Inc. and a member of its board of directors; Judges Justin Miller, NARTB board chairman, and Frank Roberson, Washington radio attorney, were solicited.

"Sometimes the FCC was not in agreement," Rep. Harris said. Rep. Brown interjected: "This is not a Commission bill."

Difference of Opinion

Rep. Harris also assured Rep. Cox that the McFarland bill contains provisions for the "protection" of the individual licensee's rights.

Becoming more specific in analyzing sections of the bill, Rep. Harris said there were differences of opinion among committee members on the new section dealing with newspapers' rights when licenses are granted and the so-called "anti-double jeopardy" provision which the House unit knocked out of the bill.

Rep. Harris Ellsworth (R-Ore.), of the rules group, who has an interest in KRNR Roseburg, Ore., noted that the bill apparently would prevent the FCC from formulating policy "by failing to act" on cases.

In other explanations, Rep. Harris said S 658, as amended by the House committee, would provide for FCC panels—that is authorization for the Commission to divide itself into member panels of three. He said this would expedite action in consideration of TV cases.

Additionally, the bill would provide for an administrative assistant for each of the Commissioners and de-emphasize the legal staff, putting them in "a different category," Rep. Harris concluded.

POINT-OF-SALE

Plan Begun at WTAM

VARIATION of the NBC "chain lightning" merchandising plan was set up at WTAM Cleveland by new NBC General Manager Hamilton Shea on his first official day there. The plan gives advertisers point-of-sale promotion with housewives buying regularly in 348 food stores controlling 79% of Cuyahoga County's food volume, Mr. Shea said.

Advertisers may now reach four-fifths of potential food buyers in Cleveland with radio and in-store displays, Mr. Shea said.

NBC SPAC MEET

Vote Confidence in Network

A PLEDGE of confidence in NBC's network radio plans was issued by the network's Stations Planning & Advisory Committee after its first 1952 meeting last week, though reports persisted that some members had privately expressed disappointment at what they considered a defeatist attitude.

The formal statement was explicit in its commendation of NBC's sales, programming, advertising and promotion plans, extending congratulations to the network for "its realistic approach to the future development of network radio and the forward looking plans it is making to broaden radio's effectiveness and service and increase billings."

Yet some SPAC members were said to feel that an overly pessimistic attitude was reflected in some officials' statements, such as one attributed to Harry Bannister, former WWJ Detroit manager who was making his first SPAC appearance as NBC station relations vice president, and who was said to have admonished that radio is up against a trend.

NBC officials for the most part declined to comment on specific reports as to developments at the two-day session, maintaining that it was a strictly private meeting whose proceedings should be kept confidential by both network representatives and SPAC members.

Network officials, while recognizing that criticism existed, appeared to take the position that their approach was realistic and also aggressive, that criticism stemmed from lack of understanding of all network problems, and that the major stations represented on SPAC do appreciate NBC's position and like its plans.

In the committee elections, P. A. Sugg, manager of WKY Oklahoma City, was named SPAC chairman and E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, was chosen vice chairman. Richard O. Dunning, president and general manager of KHQ Spokane, was elected secretary for radio and Lee B. Wailes, executive vice president of Fort Industry Co., secretary for television.

Summer Presentation

Elections were held at the opening session Tuesday morning. In the afternoon meeting the committee viewed NBC's summer radio presentation which, produced under the direction of Jacob A. Evans, manager of the radio advertising and promotion department and unveiled in March [B•T, March 31], has won praise from all segments of the industry.

Then the committee divided into separate radio and TV groups for sessions with NBC officials representing each medium.

The TV section's meeting reportedly went smoothly. Most NBC-TV sponsors are remaining on the air this summer, which was regarded as a healthy sign. There were said, however, to have been two main subjects of complaint: (1) what was considered a lack of sufficient attention to the quality of morning programming, and (2) comics giving free on-the-air plugs to non-sponsoring products.

Network officials were said to have taken the position that they currently are concentrating heavily on development of their revolutionary new early-morning *Today* show and accordingly cannot devote full attention to other morning shows at the moment.

Regarding free plugs, it was said that some comics have been called on the carpet, though some SPAC members expressed doubt that network officials shared their concern.

The extent of commercialism in coverage of New York's Easter Parade drew specific complaint, it was understood, with network authorities agreeing and pledging that it would not happen again.

Text of the SPAC statement on NBC's radio plans, follows:

"The NBC summer sales plan is a vigorous and well-documented presentation pointing up in dramatic fashion the greatly increased values of network radio as a sales medium.

"We are enthusiastic over NBC's expanded advertising and promotion plans and particularly over the plans for on-the-air and newspaper promotion. We believe these will do much to enlarge the radio audience and promote radio's value to advertisers.

"The NBC summer programming schedule offers an abundance of sensibly priced programs which we

(Continued on page 36)

YOUNG grocer Wyndall Smith had a well-known business problem: His new store just was not grossing enough. But the solution wasn't quite as simple as the diagnosis. Particularly, when it was considered that Wyndall's Super Shopping Center was out on Highway 60, east of Owensboro, Ky., away from many potential customers. Then Wyndall Smith turned to radio. That was eleven years ago. This year as he renews his radio, prosperous Grocer Smith has this local success story to tell.

Wyndall's Super Shopping Center located east of Owensboro, Ky.

★ ★ ★

THE TALE OF THE CAUTIOUS GROCER

IT DOESN'T take "big money" to advertise your business on radio. But clever and forceful use of radio can put a small business into the big business class.

Back in 1941, Wyndall's Super Shopping Center, located east of Owensboro, Ky., on U. S. Highway 60, was struggling along, using such newspaper advertising as the firm could afford. The young owner, Wyndall Smith, knew that he had to do something to attract patrons from downtown Owensboro and the surrounding countryside if his store was to prosper.

Trained as a trouble shooter for a national chain grocery, he was accustomed to the use of newspapers. He followed the precepts of that chain and bought newspaper space. Still his store was grossing only $50,000 a year. Something had to be done.

But Mr. Smith was a cautious merchant. He decided to try a limited investment on WOMI Owensboro. Results were pleasing. He increased the budget. Now 40% of his advertising budget goes into radio on both WOMI and WVJS. Business last year totalled $1,500,000.

Mr. Smith, who is now only 36, uses announcements for saturation coverage of his market to tell of specials and perishable goods but also likes local institutional programs for good will building which he believes has been a factor in making and keeping his store the largest super market with the largest gross business of any similar store in western Kentucky.

He carries a schedule of daily announcements using on each the name of one of the many communities within the Owensboro retail shopping area and asking residents of that community whether they would like to have a free trip to Owensboro at Wyndall's expense. The announcement then explains that the savings at Wyndall's will give the listeners a free trip to Owensboro and leave them money in their pockets when they go home.

In addition Wyndall's uses early evening programs on both stations, featuring recorded and transcribed music and service announcements for civic and church groups. Wyndall's low prices are also featured on each program.

LeBlanc's Hadacol Style Emulated

During the period when Sen. Dudley LeBlanc was creating a sensation with testimonial announcements for his well advertised Hadacol, Wyndall's had announcements transcribed locally which used a similar approach and burlesqued them to the extent that they amused the listeners and created much customer comment.

One of these Hadacol-type commercials used a small girl's voice telling how her mother had trouble making her income cover the cost of necessities before they discovered Wyndall's, but since trading regularly at Wyndall's the family was able to eat well and buy the clothing it needed. Another announcement used a woman's voice with a pronounced Mississippi drawl. Others were done by men, all of whom testified as to Wyndall's quality foods and bargain prices. They were corny but they did a job for Wyndall's and radio.

Radio Quickly Moves Unusual Shipments

In addition to his regular schedule, Mr. Smith orders as many as ten extra announcements in a morning or afternoon during the peach or apple season when he brings in fresh fruit from distant points in one of his farm-to-market trucks.

"If it was not for radio I couldn't afford to gamble on bringing in perishable merchandise in large quantities," Mr. Smith declared during a recent tape-recorded interview which was presented at the NARTB District 7 meeting at Louisville. "Radio, like gas, is fast", he agreed.

Results have sold Wyndall Smith on the continued and increasing use of radio advertising. One story he likes to recall occurred during the war-time shortage period.

Having received 7,000 packages of cigarettes from a supplier, he called WOMI and ordered one announcement to be used at 11 a.m. advising that the cigarettes would go on sale at 11:30 a.m., with a limit of two packages to a customer. By 1:30 p.m., 3,500 customers had passed through the check-out aisles and all of the cigarettes were gone as a result of that announcement. One factory located about a half mile from Wyndall's had to practically shut down when its employes learned directly or indirectly by radio that the scarce smokes were to go on sale.

The ease with which radio can be put to work for a food center is another plus value it has for Wyndall's. Mr. Smith explains:

With radio and radio alone you can keep the public as near you as your telephone. You can pick up your phone, turn in your order and give the station a list of the specials you have to offer. You don't have to wait for layout man to draw up his copy, have it set into type and a proof run before getting your items advertised that afternoon or the next morning. It's easy for a busy merchant to use radio advertising. Where time is an element and shortage of help is a problem, that means a lot.

Wyndall's Acceptance Is Radio's Success Story

With radio repeating it day in and day out over the years, Wyndall's slogan, "Where prices are born and not raised", has become a buy word in the Owensboro area and Wyndall's has become one of radio's best users and boosters in the food field in Western Kentucky.

Wyndall Smith (l) signs a contract for 1952 with WOMI Owensboro. Hugh Potter, WOMI manager, points out that this is the eleventh year that the firm has used radio.

PARAMOUNT HEARING

FCC COUNSEL continued its probe into the part Paramount has played in the development of television last week during the ABC-United Paramount Theatres merger hearing.

Testifying was Paul Raibourn, Paramount vice president in charge of television. He was quizzed, mostly, on whether Paramount allegedly tried to suppress TV development through its holdings in Scophony Corp. of America—a continuation of a line of questioning begun two weeks ago. Commission Counsel Arthur Gladstone introduced numerous exhibits tending to indicate that Paramount may have tried to keep TV "under control." In addition, Mr. Raibourn was questioned about speeches he made and letters he wrote and received.

A letter, written in June, 1941, by Dr. Allen B. DuMont, was addressed to Arthur Israel Jr., then a Paramount executive. Initials on the letter indicated it had been sent into Mr. Raibourn's office.

Dr. DuMont lamented the fact that Paramount was not lending more active financial support to his company, and wrote:

. . . I feel that the [DuMont] management has more than accomplished what it promised to do and we are in a very good position at the present time to be an outstanding company in this field. In spite of this we are faced with the statement repeated six months ago to me and again recently by Mr. Stanton Griffis, chairman of the board of Paramount, that he would not put a dime in television and could not see any possibility in the near future for anything commercial in this field. In view of these facts, I believe that Paramount should either see that we are properly financed or make some arrangement to give up interest in this company so that we could proceed along other lines and take care of this very important necessity.

I have tried to carry along for a long period of time and give the impression on the outside that everything was going along fine and that we and Paramount were interested in furthering and promoting television. Unless I have some backing from Paramount in this connection there is only one alternative for me to do and that is call a spade a spade, and if we cannot become properly financed take the steps I have outlined previously.

Confidential Note Exhibited

Another FCC exhibit was a confidential memorandum from Mr. Raibourn to Barney Balaban, now president of Paramount Pictures. The January, 1945, note revealed that Paramount had the power to stop action by any group of stockholders in Scophony Corp. of America through Paramount's control of Class B stock. This note contained a recommendation from Mr. Raibourn that Paramount sell its interest in Scophony.

Scophony was largely controlled by British Scophony and had a number of theatre TV patents. It was also working on such inventions as the dark-trace (Skiatron) TV tube.

In his memo on the Scophony situation, Mr. Raibourn wrote:

. . . We are minority stockholders in Scophony, although we are in a position to stop action by others which might be detrimental to our interests through the fact that stock cannot be disposed of, or licenses granted without our permission.

We are, however, the only one of the group who can dispose of our interest. . . .

Because of our position as a minority stockholder (1/6 interest in non-management stock) (we had to take this kind of interest or patent rights would have probably flowed to RCA, GE and the AT&T), I have been unable to point this situation in the direction in which I would like to see it move. General Precision Equipment has an entirely different attitude on a number of matters than we have.

I should like your permission to sell our interest, providing a satisfactory profit can be obtained. This recommendation is made in spite of the fact that they may turn out to have unusually valuable patents and is basically predicated on the fact that I am sure we do not wish to go into the manufacturing and development program necessary to a proper exploitation of our rights in this situation.

Disagreement between Mr. Raibourn and Arthur Levey, Scophony president, is evident in an exchange of correspondence between the two.

In July, 1945, Mr. Levey wrote to Earle G. Hines, president of General Precision Corp., objecting to the way the Class B stockholders acted in their relationships with Scophony. A copy of the letter was sent to Mr. Raibourn. Mr. Levey said:

. . . The record shows that the "B" stockholders have continually sought primarily to maintain "exclusivity" of their licenses rather than permit the company (SCA) to progress through contacts developed through the management (Arthur Levey) which could have resulted in providing very substantial revenue to the company as well as essential technical advancement. . . .

According to the record, "B" stockholders have consistently discouraged every prospect, I, as the management, have developed to bring revenue into the company from "outside" sources, so that SCA would not have to remain dependent upon them ("B" stockholders). . . .

Near the beginning of his cross-examination last week, Mr. Raibourn went into a complex technical discussion of the German and American approaches to the problem involved with the Skiatron tube used in the Scophony system. The Commission counsel apparently was exploring the possibilities of cartel implications in the Scophony situation.

Preceding Mr. Levey today (Monday) will be Donald A. Stewart, manager of DuMont Television Network's film department. Chris Witting, DuMont network general manager, may also be called to testify today.

To Take Stand Again

Due to return for re-direct examination are Barney Balaban and A. H. Blank, who is president of Tri-States Theatre Corp., a UPT subsidiary. He was scheduled to testify last week but an illness in his family prevented his appearance.

Estimates as to how long it will be before the Commission readies its final decision on the merger were undergoing more revision last week.

If all the testimony is completed by May 15, this may be the schedule for resulting phases of the merger question, based upon estimates made by Hearing Examiner Leo Resnick earlier in the hearing:

Proposed findings of fact, due 60 days after the hearing, would be submitted August 15.

Hearing Examiner Resnick said he would need about three months after that in which to prepare his decision—which would be about Nov. 15.

Then, allowing 60 days for oral argument, the Commission could issue its final decision Jan. 15.

Raibourn Queried

Film Expenditures

THREE TV networks (ABC, CBS and DuMont) spent $3,576,552 on films in 1951, it was disclosed at the Paramount hearing last week when they submitted figures in answer to request by DuMont [B•T, March 24]. Also placed in the record was United Paramount Theatres' expenditure of between $30 and $31 million for films exhibited in its 600 owned theatres. Motion picture exhibitors as a whole were estimated to have spent $462 million on rentals for the 19,000 movies houses in '50.

ABC spent $1,310,195 for films in 1951. Of this amount $884,260 was for feature pictures. CBS spent $1,706,900, of which $615,000 was for features and $1,064,900 for syndication of shorts to affiliates. DuMont spent $559,457, of which $241,651 was for features. NBC figures were not introduced since it is not a party to the hearing.

WHITE TO NBC

Will Head TV Film Operations

FRANK WHITE, leaving the Mutual presidency at the end of this month [B•T, April 28], will team up with NBC, effective about July 1, in charge of developing and expanding its TV film and film syndication operations.

NBC President Joseph H. McConnell announced Wednesday that the retiring MBS president would join NBC "in an executive capacity" and that his first assignment would be "a special project in connection with television film development."

It was assumed that he would get vice presidential rank at an early meeting of the NBC board of directors.

NBC was said to be planning to expand in the TV film syndication field on a major scale, with Mr. White slated for the key role in plotting the expansion. His first moves are expected to be largely exploratory, preliminary to recommending and executing detailed plans.

Mr. White, whose resignation as Mutual president reportedly stemmed from failure to come to terms with board chairman Thomas F. O'Neil on the scope of his sphere of operations under General Tire & Rubber Co.'s new ownership of the network, leaves Mutual on May 31.

He plans then to take a month's vacation, reporting to NBC about July 1.

He leaves Mutual on friendly terms with Mr. O'Neil, who takes over the presidency himself, and with other members of Mutual management and its affiliates, who have repeatedly praised his success in developing the network during his three years as president.

It is at Mr. O'Neil's request that he is continuing in office this month, to assist the new president in his transition to that office. Mr. White's three-year contract expired April 30. When he leaves, Mr. O'Neil becomes both president and board chairman.

Mr. O'Neil reportedly told members of the Mutual affiliates advisory committee, in closed session following disclosure of Mr. White's resignation, that his differences with the retiring president were jurisdictional rather than ideological. He also made clear that no changes in Mutual's type of network operation are now contemplated, and that Mutual plans to get into the TV network field, probably on a film basis [B•T, April 28].

NBC will be the third network Mr. White has served. He entered radio in 1937 as treasurer of CBS, advancing to vice president and treasurer in 1942 and continuing until 1947, when he was elected president of CBS's Columbia Records Inc. He headed CRI until assumption of the Mutual presidency May 1, 1949.

Before he entered radio, Mr. White was assistant to the president of Union News Co. from 1924-29, treasurer of the Literary Guild of America 1929-35, treasurer of Stage Pub. Co. 1935-36 and treasurer and business manager of Newsweek Inc. 1936-37.

CLOSED CIRCUIT TV

Federal Agencies Mull

FULL-BLOWN potentials of closed circuit television, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies, it was learned authoritatively last week.

While details were not immediately available, it was known that at least three government departments—aside from the Federal Civil Defense Administration—have conferred with executives of United Paramount Theatres Inc. on the possible use of this selective communications medium.

Whether a central government coordinating unit was charting the blueprint or whether plans were being instigated at the individual agency level was not known.

These departments—Agriculture, Justice and State—were understood to be studying plans for utilization of theatre telecasting after the pattern already weaved successfully by FCDA. There also was an indication that UPT is broaching agency heads with the plan on a no-cost-to-government basis.

Federal CD officials have held two such demonstrations and were planning a third along the Atlantic seaboard. It was learned, however, that FCDA has agreed to defer its next showing (previously set for around May 1) pending the outcome of this multi-agency study.

First Inkling

First inkling of this new vista came during the 22d annual Institute for Education by Radio-Television at Columbus, Ohio, last month [B•T, April 28, 21]. It was contained in an address by Irvin Sulds, representing United Paramount Theatres Inc.

Noting that the theatre industry has been "happy to cooperate" with FCDA on its series of programs, Mr. Sulds added:

"Other government agencies are interested also in the training and information potentials of theatre television. Our staff has held several meetings with the Dept. of Agriculture and the Dept. of Justice, as well as the State Dept."

As presently envisioned, the plan could provide for the realization of certain objectives by each government agency along the lines demonstrated by civil defense planners.

Official confirmation of preliminary discussions was given to BROADCASTING • TELECASTING last Monday by Charles Jackson, White House special assistant. He acknowledged there had been early forays into the subject by these agencies, which "have been studying the system." He said he knew of no group, however, which may be coordinating the project on a government level. Mr. Jackson noted the "tremendous" possibilities of this medium.

The consensus among government authorities who were contacted last week attested to the conviction that closed circuit video opens up a new door to government departments and that, once the movement is launched, a number of departments are prepared to come in and pursue specialized programs.

These objectives would range in nature, depending on the agency involved. Training concepts may be pursued by the Agriculture and Defense Depts., according to this line of thinking, while the Treasury Dept. presumably would concentrate its programming on savings bond campaigns.

Throughout the plan runs a single common denominator: reaching a selective audience during non-regular movie going hours at a reasonable cost. As in the case of FCDA, the government agency would produce the program and rent out theatre facilities and AT&T lines. At present, theatre exhibitors have sustained certain costs for ushers, etc.

Economy Factor Potent

Perhaps the most compelling argument for such demonstrations is the economy factor pointed up by federal CD planners: the agency has shown that it can reach, through two-way communication, some 35,000 people in a one-hour program for a mere 20¢ per seat—or about $7,000. It has generally been conceded, though, that if the project is pursued on a widespread scale, some arrangement would be made with theatre owners on cost factors.

UPT and FCDA authorities also have noted certain limitations: (1) Lack of agency funds to launch the project on a large scale this year; (2) number of theatres equipped for TV (some 75 in 30 cities; (3) use of so-called "obituary" time set aside by theatre exhibitors (usually early morning or late evening hours); (4) FCC's postponement of theatre TV hearings on specific channels which could be set aside for the medium.

Mr. Sulds of UPT feels it will be possible "to have a far-flung hookup of theatres embracing the major cities of the nation perhaps with two, three or even four theatres" or limit the closed circuit tie-up to a few cities on a regional basis covering theatres of relatively small seating capacity.

"Closed circuit theatre television complements broadcast television" and "adds the specific approach to the general approach" bridging small groups thousands of miles apart.

Mr. Sulds has pointed out that in any event, United Paramount views the FCDA experiments with enthusiasm—"both from the standpoint of public service and also from the point of view of advancing the art."

A Justice Dept. spokesman told BROADCASTING • TELECASTING last week that a UPT executive had contacted his agency some months ago on a possible program on delinquency aimed at a juvenile audience. He reported that UPT indicated it would be willing to foot the bill and that the demonstration would be a great public service venture for theatres. He identified the UPT official as Mr. Sulds but said nothing had come of the idea.

Another possibility held out for the Justice Dept. was a demonstration to reach top-level factory or plant officials to apprise them of anti-sabotage measures.

It also was learned that UPT had approached a State Dept. official with a proposal for a theatre TV showing for public school students involving UNESO.

The Treasury Dept. is watching closed circuit developments with keen interest, but has mapped no concrete plans for its use, according to Elihu Harris, assistant director in charge of promotion for the Saving Bonds Div.

While the Defense Dept. has had no actual experience with closed circuit TV as yet, both the Army and the Navy have conducted instructional television programs for servicemen. Col. Ed Kirby, chief of the Army Dept.'s Radio-TV Branch, said the medium holds "attractive possibilities" for t military.

Ken Gapen, assistant director f radio-TV information, Dept. Agriculture, felt his agency wou probably experiment in the medi "if it were to develop." He fo saw "effective educational use" closed circuit video for traini specialists "especially in an eme gency." But there was no indicati which officials UPT has contact in the Agriculture Dept.

There was immediate specul tion that if the above-mention government agencies embark closed circuit video, others mig follow suit—viz., the Office of Pri Stabilization, the Office of Defen Mobilization, the Dept. of Labo Federal Security Agency, etc.

SOUTHERN ILLINOIS broadcasters attending a conference on area cultural-educational programs at Southern Illinois U., Carbondale, Ill., last month were, front row (l to r), Leonard Johnson Jr., WAVA Ava; Walt Schafer, WCIL Carbondale; George Dodds, WGGH Marion; Tom Land, WROY Carmi, and Jay Riley, WMOK Metropolis; back row (l to r) Buren C. Robbins, Southern Illinois U., and conference host; John W. Lewis, WIBV Belleville; Charles Cook, WJPF Herrin; Merrill C. Currier, WKRO Cairo; Oscar Hirsch, KFVS Cape Girardeau, Mo., and Charles Lambert, WFRX West Frankfort.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-T Farm and Urban Homes and inclu Telephone and Non-Telephone Hom
REGULAR WEEK MARCH 16-22, 19

Current Rank	Program
Evening, Once-a-Week	
	(Average For All Programs)
1	Amos 'n' Andy (CBS)
2	Jack Benny (CBS)
3	Lux Radio Theatre (CBS)
4	Charlie McCarthy Show (CBS)
5	People Are Funny (CBS)
6	Fibber McGee & Molly (NBC)
7	Our Miss Brooks (CBS)
8	Walter Winchell (ABC)
9	Mr. and Mrs. North (CBS)
10	Arthur Godfrey's Scouts (CBS)
Evening Multi-Weekly	
	(Average For All Programs)
1	Lone Ranger (ABC)
2	One Man's Family (NBC)
3	Beulah (CBS)
Weekday	
	(Average For All Programs)
1	Romance of Helen Trent (CBS)
2	Our Gal, Sunday (CBS)
3	Ma Perkins (CBS)
4	Arthur Godfrey (Liggett & Myers) (CBS)
5	Guiding Light (CBS)
6	Big Sister (CBS)
7	Aunt Jenny (CBS)
8	Wendy Warren and the News (CBS)
9	Perry Mason (CBS)
10	This Is Nora Drake (Toni) (CBS)
Day, Sunday	
	(Average For All Programs)
1	True Detective Mysteries (MBS)
2	Shadow, The (MBS)
3	Hollywood Star Playhouse (NBC)
Day, Saturday	
	(Average For All Programs)
1	Theatre of Today (CBS)
2	Grand Central Station (CBS)
3	It Happens Every Day (CBS)

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KIRO SEATTLE

Has 25th Anniversar

TWENTY - FIFTH anniversar was observed last week by KIR Seattle, CBS affiliate. Networ programs and personalities salute the Seattle outlet on its first quar ter century in broadcasting. Sta tion was founded April 27, 1927 a KPCB.

Station itself marked the occa sion by moving studios and office to a new location at 1530 Quee Ave. [B•T, Jan. 21].

Full page birthday advertisemen appeared in local newspapers Apr 27. Copy carried statements b Saul Haas, president of the statio regarding outlet's activities and it CBS programming.

Like putting money in the bank

Yes, sir! When you buy WITH in Baltimore, it's just like putting money in the bank! First of all, you don't need big money. WITH's rates are LOW . . . and a *little* money does a BIG job for you. WITH delivers you more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!*

Follow the lead of the local folks! They know advertising media best. *And WITH regularly carries the advertising of twice as many local merchants as any other station in Baltimore.*

So save money in Baltimore. Let a *small* appropriation do the job for you. Get all the details from your Forjoe man. And get them today!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

RECRUITING

Media Funds Thawed

ANOTHER chunk of cold cash, stiffening until late 1951 in a congressional deep freeze, has been released and made available for additional media Armed Services recruiting activities, it was learned authoritatively last week.

An estimated $200,000 which had been frozen by congressional whim in fiscal 1951 allocations will be used to continue a small advertising program involving spot announcements and other media. It was not revealed immediately what radio's share will be.

The revelation that extra funds now are available for use came less than a month after House action which threatened to suspend virtually all paid advertising after July 1 [B•T, April 14].

Some $95,000-plus has been expended in recent weeks on the interim program calling for spot drives over some 500 independent outlets of the Keystone Broadcasting System and 13 50-kw stations for Air Force and Army personnel recruitment.

It was understood Grant Advertising Inc. is drawing up plans to extend the campaign, now nearing expiration, on a limited scale for broadcast commitments. The campaign is to be firmed up within the next fortnight, along with the amount to be derived for broadcasting commitments from May 1 possibly through September.

These remaining 1950-51 funds —the $550,000 interim media campaign also came out of that budget, as did network shows ($200,000) dropped last fall—had been held in reserve since December by the Defense Dept. The freeze was lifted with the understanding that the monies be expended on "directionalized" campaigns—viz., spot radio, selected magazines and pamphlets, and other "pinpoint" media.

This development will keep Military Personnel Procurement Service officials in business through the summer at least while efforts are aimed at unfreezing other refrigerated funds.

The House last month voted to cut the $12.5 million 1953 recruiting budget to the bone. The actual slicing was contained in an amendment paring Army maintenance and operation. About $1,050,000 was earmarked by Air Force-Army for radio, TV and other advertising. The bill (HR 7391) pends before a Senate Appropriations subcommittee.

But even so, other money still frozen prompted one procurement authority to comment: "Not only is much cold but much is frozen." He referred to an estimated $2 million-plus budget for 1951-52 still attached on Capitol Hill.

Of the $2.1 million tabbed for 1952 activities, about $400,000 already has been siphoned off for radio spots and television production [B•T, March 17].

OVER 200 business and civic leaders last Tuesday attended dedication of of the new, $6 million Lever House, Manhattan's newest and most modern structure. Among guests at a dedication luncheon at the Waldorf-Astoria were (l to r): Bernard M. Baruch, U. S. elder statesman; John Hancock, Lever Bros. chairman; Frank Stanton, CBS president, and James A. Farley, Coca-Cola Export Inc. executive.

Pomeroy Plan—New Radio Format

(Continued from page 23)

days. Only at Pomeroy's in Pottsville."

The compacts—a $1.25 item—were given to coupon book buyers at the store's cosmetic section, which did a landoffice business in powder, perfume, etc., with the new coupon holders. More than three-fourths of the coupons were immediately exchanged for merchandise, largely of the high-mark-up variety, the store reported.

A cost analysis of the campaign showed that the spots produced $17,805 worth of sales at a cost of 4.7%. Incidentally, a similar campaign in 1951, when no compacts were given away, produced only $9,905 in sales. The whole question of premiums in connection with radio advertising drives is now being thoroughly tested and carefully analyzed.

The rug campaign was an entirely different affair, two days of announcements (Thursday and Friday, April 24-25) for a two-day sale (Friday and Saturday). A typical announcement explains the sale:

"As a salute to home furnishings week Pomeroy's of Pottsville offers . . . for two days only . . . 30 nine-by-twelve room size rugs at less than their 1939 prices.

"Think of it . . . a seamless . . . all . . . wool . . . rich . . . pile . . . nine . . . by . . . twelve . . . Axminster . . . rug . . . at a Pre-War Price . . . and . . . You Pay No Money Down . . .

"This sale lasts only two days . . . that's only two days. Remember, there are only 30 rugs . . . you have a choice of five colors . . . the sale lasts only two days . . . Friday and Saturday Only. And You Pay No Money Down. Don't miss this chance of a lifetime. It's at Pomeroy's in Pottsville."

The WPAM schedule for this two-day campaign included 18 announcements. Rug sales totaled $1,451, and the rug buyers also made other purchases totaling $964, making a grand total of $2,415.

"In appraising these results," the report on the sale cautiously notes, "it is important to remember that, although former promotions costing very much more than this one, had failed to move the merchandise even though there had been several of these and they had run over a long period of time, it is still necessary to remember that this was a very special value promotion.

"Perhaps the most important point of the test is to show that the right kind of radio commercial will move this sort of 'distressed' merchandise when other media will not."

Radio station executives may obtain full reports on these and succeeding Pomeroy's radio campaigns, including descriptions of the merchandise; the gimmick, if any is used copies of all announcements; a detailed analysis of costs and sales results, and all other pertinent data, from Dept. Store Studies, in care of WPAM, at $15 for each month's studies. There will be at least two reports each month, Mr. Cuff said, possibly more.

In addition to the Pottsville tests, he said, similar test campaigns will be conducted simultaneously by other stores in the same general area, so that one method can be judged against others.

milestones

► LAST Tuesday marked the 20th anniversary of *One Man's Family*, which started as a sustainer on NBC April 29, 1932, got a West Coast sponsor in 1933 and went coast-to-coast on NBC starting May 4, 1934. Program is now on NBC radio, Monday-Friday, 7:45-8 p.m., and NBC television, Saturday, 7:30-8 p.m., with Miles Lab sponsoring radio and alternate weeks on TV.

► CBS Radio *People Are Funny*, sponsored by Mars Inc., Chicago (Mars candy bars), starring Art Linkletter, enjoyed 10th anniversary on coast-to-coast radio last month.

► "RED" WOODWARD has celebrated his 20th anniversary as staff musician for WBAP Fort Worth. For 14 years, Mr. Woodward has been assistant musical director.

N. J. MEET

Comr. Hyde Speaks Today

TALK by FCC Comr. Rosel H. Hyde today (Monday) leads the two-day agenda for the annual meeting of the New Jersey Broadcasters' Assn., announced Wednesday by Paul Alger, association president and manager of WSJ Bridgeton.

Executives from 21 commercial AM and TV stations are expected to attend the meetings, starting today in the Hotel Dennis, Atlantic City, for an intensive study of broadcast-management problems.

In addition to Comr. Hyde's luncheon speech Monday, the first day's program will include a report on the New Jersey civil defense test of its state radio network by Fred Weber, owner of WFPG Atlantic City and radio-TV director of the emergency network, and Robert Stone, state CD public information officer; a review of the television scene in New Jersey by Irving Rosenhaus, president of WAAT-WATV (TV) Newark; network plans for radio, by Hugh Higgins, CBS Radio merchandising director; radio representation, by Tom Flanigan, managing director of the National Assn. of Radio and Television Broadcasters.

Presentation of young composers radio awards by Robert McDougal, WAAT educational director; national radio-TV functions during air raids, by FCC Coordinating Engineer J. H. Eichel; radio law by Dwight Rorer, member of the Federal Communications Bar Assn.; "What the Agency Faces in Recommending TV and Radio," by Walter Erickson, radio director of Gray & Rogers, Philadelphia; a trade paper's place in radio by Norman Knight, vice president of *Sponsor* magazine; radio from a retailer's perspective by Murray Klahr, advertising manager of Blatt department store, Atlantic City; and "Political Policies and Prices" by Harry Goodwin, general manager of WNJR Newark.

Second day of the meeting will be devoted to a BMI program sales-promotion clinic, headed by Bob Fuller as BMI chairman. Talks will include:

Making your station a positive community force, by Tom Tighe, general manager of WJLK Asbury Park; the community station, by Seymour N. Siegel, director of WNYC New York; copyright laws, by Sydney M. Kaye, general counsel and vice chairman of the board, BMI; classical music programming, Charles Payne, program director of KIXL Dallas; local news, Merrill Morris, news director of WMTR Morristown; account servicing and sales copy, Sam Carey, program service manager of WRVA Richmond, Va., and continuous block programming, Nat Shoehalter, assistant director of educational activities, WAAT.

KNEW

SPOKANE, WASHINGTON

is pleased to announce

the appointment of

WEED

AND COMPANY

as

NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE MAY 1, 1952

Spokane is the hub of the great Inland Empire, as large as New England and rated one of the nation's top markets. It includes a large part of 4 states, 37 counties and a part of Canada.

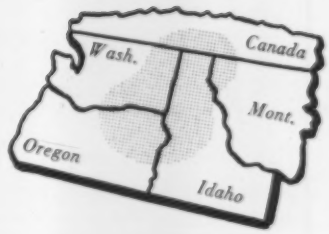
Over 1 Million People — Over 1 Billion Dollars Buying Power

RADIO STATION KNEW 5000 WATTS 790 KC.

SPOKANE, WASHINGTON

BURL C. HAGADONE,
President & General Manager

C. E. RODELL,
Station Manager



BMI Clinics

(Continued from page 26)

more cancerous to the growth of a station than selling without a purpose."

He said program men "must provide sales with vehicles that will produce results not only for the advertiser, but for the station. We are on a long haul—this is not a short subway ride."

BOISE, IDA., May 2

Henry H. Fletcher, general manager of KSEI Pocatello, Ida., spoke on "Radio's Short Cut to Suicide." Mr. Fletcher said that "one way in which radio operators can grease the skids for radio's destruction . . . is through unethical, unwise and unprincipled operation of their stations." Broadcasters should "look beyond their noses," he said, "in realizing that unless results are obtained for the man who buys your station time, that advertiser is not going to come back again and again to hand you his money."

RALEIGH, N. C., May 2

"Radio should balance its diet and budget with women's programs," Mrs. Frances Jarman of WDNC Durham, N. C., told clinic delegates at the Raleigh meeting. "Don't be caught with your kilocycles down—never underestimate the power of a woman on the air of your station!"

COLUMBUS, OHIO, May 2

Walberg L. Brown, manager of WDOK Cleveland, advocated programs of classical music at the Columbus clinic. "Classics can and will be enjoyed by a great many people who do not necessarily have any formal musical background," he said.

Mr. Brown said WDOK programmers "have found Beethoven, Tchaikovsky, Wagner, Brahms and Rachmaninoff valuable friends to cultivate. In addition to being eminently respectable, they have been practical, and valuable allies in the sometimes puzzling competition of local programming."

DENVER, May 2

Ray Perkins, KFEL Denver disc jockey, addressed the afternoon session of the Denver clinic on "Music Is Our Business."

Mr. Perkins, differing in viewpoint from Mr. Brown's sentiments at the Columbus clinic, said broadcasters must recognize the much larger demand for "pop tunes." He said the economy and practicality of pop records or short transcribed library numbers, make this type of musical programming the major undertaking.

He acknowledged "the rising public taste for classical and 'light classical' music," however.

CALGARY, ALTA., April 24

A record attendance was established at the Calgary meeting sponsored by the Western Assn. of Broadcasters, with 126 persons attending from ten Alberta stations, some coming as far as 600 miles.

Other meetings were held as follows: April 28, Owensboro, Ky.; April 29, Charleston, W. Va.; April 30, Sioux Falls, S. D.; May 1, Omaha and Salt Lake City; May 2, Little Rock, and May 3, Jackson, Miss.

AMONG 90 Southern California Broadcasters attending BMI program clinic April 29 at the Hollywood Roosevelt were (seated, l to r) Mrs. Alan Torbet; Alan Torbet, KROW Oakland; Frank Burke, editor, *Radio Daily*; Norman Nelson, SCBA, and Mrs. Jim Cox; second row (l to r) Ed Frech, KFRE Fresno; George Higgins, KMBC Kansas City, Mo.; Murray Arnold, WIP Philadelphia; James Russell, KVOR Colorado Springs; Charles Hamilton, KFI Los Angeles, and Ned Connor, KRKD Los Angeles; third row (l to r) Maurice Mitchell, Associated Program Service; Glenn Dolberg, director, station relations, BMI; Cal Smith, KFAC Los Angeles; Jim Cox, BMI, and Mark Haas, KMPC Los Angeles.

William Hiter Grant

WILLIAM HITER GRANT, 64, vice president of Outdoor Adv. Inc., and manager of the firm's Philadelphia office, died April 22 at Bryn Mawr Hospital. He is survived by his wife; a daughter, Constance Joan, and a sister, Mrs. Ruth H. Greene.

NARTB SESSIONS

Board, Code, Dues Groups to Meet

REVIEW agency to maintain the new combination dues plan of NARTB, adopted last February by the joint Radio-TV boards, will start operating next week.

The new unit will hold it first meeting Thursday at NARTB Washington headquarters, one of a series of NARTB meetings slated to wind up in mid-June. Chairman of the dues committee is Harold Essex, WSJS Winston-Salem, N. C.

Under the dues plan, NARTB gives discounts ranging from 10% to 25% provided all units owned and/or operated by the same company are association members. Network dues are not included in this arrangement.

The Essex committee will have the job of reviewing cases where ownership status is in doubt, determining whether or not joint fees should be paid. Operators of two stations get a 10% discount under the plan, covering their total bill. Other discounts: three units 15%; four units 20%; five or more units 25%.

Committee Members

On the committee with Chairman Essex are Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., and Robert T. Mason, WMRN Marion, Ohio.

Mr. Essex, a radio director for District 4, also is chairman of the board's Finance Committee, which is scheduled to meet June 11 in Washington. Other members are Kenyon Brown, KWFT Wichita Falls, Tex.; Ben Strouse, WWDC Washington, and Lee Jacobs, KBKR Baker, Ore.

The Television Code Review Board, charged with the job of scanning all TV program complaints and supervising code operation and programming, will meet in Washington June 5-6. Chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich. Mr. Fetzer was in Europe when the code group held two spring meetings but is expected to attend the third session.

NARTB's TV Board will meet June 9-10 at The Homestead, Hot Springs, Va. Robert D. Swezey, WDSU-TV New Orleans, is chairman of the new board, elected during the NARTB Chicago convention. The Radio Board will meet June 12-13 in Washington. The Radio and TV Boards met separately, and then jointly, at Bandera, Tex., last February but no joint session is planned in June.

CONTEST has been started to name horse owned by Bill Williams, star of *Adventures of Kit Carson*, TV film series sponsored by Coca-Cola Bottling Co. on KECA-TV Hollywood. Winner receives $100 U. S. Savings Bond.

NBC SPAC Meet

(Continued from page 29)

are confident will not only build audience but do an effective job for sponsors.

"NBC action in engaging the Nielsen Coverage Service is a step which will provide up-to-date, comprehensive information on all facets of radio listening, including nationwide data, on out-of-home and multiple-set listening which has never been adequately measured before.

"We members of SPAC congratulate NBC on its realistic approach to the future development of network radio and the forward looking plans it is making to broaden radio's effectiveness and service and increase billings."

SPAC members, in addition to the officers elected, were B. T. Whitmire, WFBC Greenville, S. C.; Ralph Evans, WHO Des Moines and WOC Davenport; Robert B. Hanna Jr., WGY Schenectady; Allan M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont.; Willard C. Worcester, WIRE Indianapolis; Martin Campbell, WFAA-TV Dallas, and Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul.

DAY RATES LOW

Reports NARTB Researcher

ONE out of every three U. S. radio stations is under-pricing its quarter-hour daytime rate according to a study conducted by Richard M. Allerton, NARTB research director.

In surveying AM station rates, Mr. Allerton found that 58% of stations have a quarter-hour daytime rate amounting to 40% of the one-hour daytime rate, according to the NARTB, *Radio Newsletter*. "Parenthetically, this 40% relationship to the hour rate would seem to be a normally accepted relationship," he explained.

It was found that 7.3% of stations set a higher relationship of quarter-hour to hour rate, ranging from 41% to 62%.

On the other hand, 34.7% of the stations have rate cards with quarter-hour time charge that is lower than 40% in relationship to the hour rate. Practically all of these stations range from 30% to 40%, according to the survey, the bulk of them narrowing down to the 33-37% bracket.

Mr. Allerton said the survey is not designed to show that AM station one-hour rates are high or low. "The significant point is: Nearly 35% of AM stations are under-pricing their quarter-hour rate," he added.

Gard Picks Ross Roy

GARD Industries, Chicago, manufacturers of weather-proof sprays for fabric and leather goods, names Ross Roy, Chicago, to handle its advertising. Radio and TV will be used.

Past is Prologue——

"FOR OUTSTANDING PUBLIC SERVICE"

NATIONAL HEADLINERS CLUB AWARD to St. Petersburg Times for the "outstanding public service by a newspaper" in 1951.

We are proud to receive the National Headliners Club Award for Outstanding Public Service which cites our sponsorship of Florida's new law making public all political campaign contributions and expenditures.
This measure — known as the "St. Pete Times bill" when it was in the State Legislature — is but one item in a list of public service achievements unequalled in Florida and outstanding nationally.
The record dates back to early days of the century for The St. Petersburg Times and back to the beginning of its teammate, Radio Station WTSP. Here are a few of hundreds of items:

INFORMING VOTERS—Free air time, free newspaper space give all candidates opportunity to tell their story.

GET-OUT-THE-VOTE—WTSP-Times campaigns bring surprisingly high percentages of voters to polls, spur interest in government.

WINNERS-LOSERS PARTY—Each election night all candidates watch vote count in WTSP studio, broadcast comments, go home in spirit of harmony beneficial to the community.

GOOD GOVERNMENT—Unblinking spotlight has kept city and county governments free of scandal since Times won divorce of Pinellas County from Tampa-dominated Hillsborough nearly 40 years ago.

RACE RELATIONS—WTSP-Times won referendum for Negro housing project after it was rejected by City Council. Times won top Florida award of 1951 for editorial on touchy subject of Negroes in colleges.

LABOR RELATIONS—WTSP brought leaders together in special broadcast to air both sides of city bus strike, major step toward settlement.

MILLION REFUND—Times crusade for utilities regulation (begun when Florida was one of three states without state controls) has brought $1,100,000 refund to electricity users. Current campaign for donation of those refunds to a building fund may provide a long-sought civic auditorium.

HEALTH—Forums by medical society members on various health problems produce overflow audiences, heavy mail.

SHUT-INS—WTSP beams programs at large number of men in Veterans Hospital and high number of elderly shut-ins . . . daily baseball play-by-play . . . golf matches . . . tarpon roundup . . . yacht race . . . high school and junior college events . . . parades . . . meetings.

SENIOR CITIZENS—Two WTSP-Times campaigns under way for removal of $50 a month earnings by pensioners; and for establishment of a craft and handiwork program.

F-Y-I FORUMS—WTSP's For-Your-Information forums give community facts on many civic problems. One result: Switch from street cars to buses.

BETTER LIVING—This aim of WTSP adult education clinic has co-operation of YMCA, YWCA, PTA, Library, Junior College, Art Group, Classroom Teachers, Council of Human Relations.

BRIDGES—Since its founding The Times has been leader in drive for better and more and toll-free bridges and highways in Tampa Bay area. Recent result: New Gulf Coast Highway (U.S. 19) and Bay bridge.

REALTORS FORUM—WTSP service to inform home owners and home seekers.

BONDS—Times broke up municipal bond monopoly, saving thousands of dollars in refinancing; won reappraisals for tax equality.

FUN—WTSP-Times support has aided symphony concerts, local operetta, other cultural projects in addition to Halloween parties, treasure hunts, Santa Claus arrivals, amateur sports competition and many other entertainment projects.

Local ownership and a continuing policy of public service have built the WTSP-Times record of performance which now becomes a challenge for the future.

WTSP — 1350 — WHERE THE STARS PARADE

St. Petersburg Times — A LEADING NEWSPAPER

AMA CLINIC

Cott Talks on Sales

"TODAY, all business is in show business, and the competitive system of selling makes every salesman a showman," Ted Cott, vice president of NBC and general manager of WNBC-WNBT New York, said Tuesday.

Speaking at the New York American Marketing Assn.'s 1952 marketing clinic held in cooperation with the Sales Executives Club, Mr. Cott, whose subject was "Factfinding: Merchandising That Makes for Greater Sales," said: "There must be a marriage of the retailer and the manufacturers, and the advertising medium is an available and vital matchmaker."

Freedom of choice—whether it is between two candidates for public office or two cans of beer on the self-service shelf—is a basic American concept, and it is important for a product to have an extra plus to win the election of the consumer or the voter, he asserted. NBC's "Operation Chain Lightning," he said, is a case in point; by promotional partnerships with 11 food chains, the station is able to give promotional positions to the station's clients, which have resulted in making radio advertising a twin of merchandising.

Research was nominated by Mr. Cott to serve as the best man at the retailer-manufacturer wedding, although "It is too often the handy choice to prove a point without a true realization that it also points a way." He cited the sets-in-use figure for radio which indicates "an untouched audience, a new frontier, an expanding market of 58%. . . . The sets *not*-in-use is an exciting opportunity."

Identifying merchandising as imagination, Mr. Cott urged much wider use of ingenuity, with statistics as the starting point for a jump-off into action. "We need more people to take more chances," he concluded, "and the fastest way to get there is on an impulse."

DANCE Educators of America, N. Y., have named Donald O'Connor, alternate star of NBC-TV *Colgate Comedy Hour*, as TV dancer of the year.

NLRB DECISIONS

NBC, 3 Stations Affected

NATIONAL Labor Relations Board has announced decisions and orders affecting KTOK Oklahoma City; WJPS Evansville, Ind.; WOOD-AM-TV Grand Rapids, Mich., and NBC Chicago.

Results of an election at NBC Chicago involving staff newswriters showed that all of the six votes cast were for the National Assn. of Broadcast Engineers & Technicians, CIO. No votes were cast for the Radio Writers Guild of the Authors League of America.

In another election, held at WOOD-AM-TV, Local 1295 of International Brotherhood of Electrical Workers, AFL, received 15 votes to 9 cast for NABET. Election involved all broadcast engineers and technicians at the AM and TV stations, including regular parttime technicians.

At WJPS, NLRB granted a request of IBEW to withdraw its petition for certification of representatives, thereby closing the case.

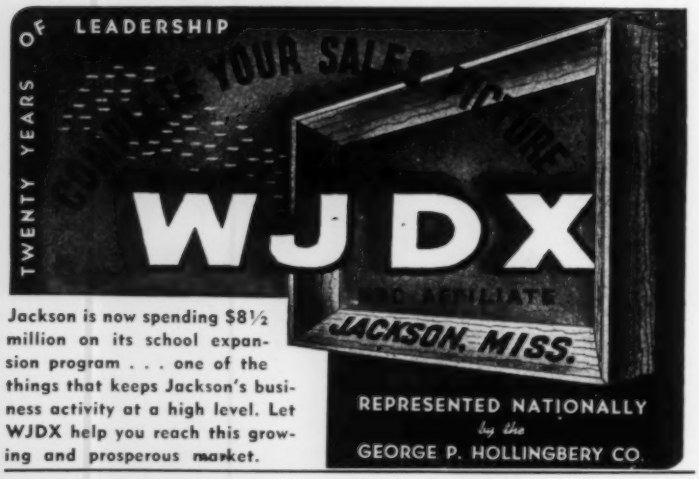
An election to be held within 30 days of April 10 was reported ordered at KTOK. All broadcast technicians and engineers at the studios in Oklahoma City and at the transmitter in Moore, Okla., including the assistant engineer, are to vote for or against Local 1141 of IBEW.

TIME QUESTION

Clock Battle in Northwest

NORTHWEST area of the nation, Oregon and Washington, was split between daylight saving and standard time last week. Despite a decision by Gov. Douglas McKay that Oregon would stay on standard time, a ruling that was protested by the Oregon Assn. of Broadcasters and others, the Portland City Council at late week voted to authorize daylight time. Oregon City, Forest Grove and Vancouver, Wash., were expected to follow.

However, Tacoma City Council stood pat on standard time in face of 1,456 signatures on a protest petition. Seattle and other western Washington cities adopted daylight time while the eastern portion and most rural areas retained standard time.



Jackson is now spending $8½ million on its school expansion program . . . one of the things that keeps Jackson's business activity at a high level. Let WJDX help you reach this growing and prosperous market.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

upcoming

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Bentley Hotel, Alexandria, La.

May 5-6: BMI Program Clinic in conjunction with Wisconsin Broadcasters Assn. meeting, Plankinton Hotel, Milwaukee.

May 5: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

May 5: ABC Affiliates regional meeting, Forth Worth Hotel, Fort Worth.

May 5: BMI Program Clinic, Sheraton-Belvedere, Baltimore.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

May 5-7: RTMA-IRE-AIEE joint conference on electronic components, Washington.

May 6: BMI Program Clinic, Columbia Hotel, Columbia, S. C.

May 6: BMI Program Clinic, Dennis Hotel, Atlantic City, N. J.

May 6: BMI Program Clinic, Olympic Hotel, Seattle.

May 7: BAB Sales Clinic, Kansas City.

May 7: BMI Program Clinic, Radisson Hotel, Minneapolis.

May 7: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

May 7: BMI Program Clinic, Benson Hotel, Portland, Ore.

May 7: BMI Program Clinic, Hotel Savery, Des Moines.

May 8: BMI Program Clinic, U. of Florida, Gainesville, Fla.

May 8: Export Advertising Assn. fourth international convention, Plaza Hotel, New York.

May 8: BMI Program Clinic, Onondaga Hotel, Syracuse, N. Y.

May 8-9: NBC radio promotion-press-merchandising workshop, New Orleans.

May 8-9: BMI Program Clinic in conjunction with Texas Assn. of Broadcasters, first annual meeting, Plaza Hotel, San Antonio, Tex.

May 9: BAB Sales Clinic, Des Moines.

May 9: BMI Program Clinic, Hotel Saskatchewan, Regina, Sask.

May 9: BMI Program Clinic, Clift Hotel, San Francisco.

May 9: BMI Program Clinic, Sheraton Hotel, Chicago.

May 9: BMI Program Clinic, Hotel Touraine, Boston.

May 10: North Atlantic Region, IRE, 6th annual New England Radio Engineering meeting, Copley (Sheraton) Plaza Hotel, Boston.

May 10: BMI Program Clinic, U. of Georgia, Athens, Ga.

May 12: BAB Sales Clinic, Omaha.

May 12: BMI Program Clinic, Jefferson Davis Hotel, Montgomery, Ala.

May 12: BMI Program Clinic, Augusta House, Augusta, Me.

May 12-13: NBC radio promotion-press-merchandising workshop, Hollywood, Calif.

CBS, Publicists Agree

CLIMAXING four months of negotiations, CBS Hollywood and the Publicists Guild reached agreement last week. Retroactive to Jan. 1, new contract is being submitted to the Wage Stabilization Board for approval, and includes a 15% weekly wage increase across-the-board, thereby raising the average weekly salary from $99 to $115. Negotiations next are to start between the Publicists Guild and ABC Hollywood.

NBC TEAMWORK

Workshop Urges Cooperati

IMPORTANCE of close teamwo between network and affiliates promoting and selling radio wa stressed last week in the first four regional Promotion-Pres Merchandising Workshops sessio scheduled by NBC for its ra affiliates.

Some 48 representatives of stations attending the first me ing, held Thursday and Friday New York, heard NBC executiv outline plans, problems, prospe and techniques of making the m out of radio as the No. 1 sa medium.

Stressing the "mutuality" of in terests of network and affiliate John K. Herbert, vice president charge of Radio Sales, told th group that strong promotion activities build audiences for bo the network and its individu affiliates, and that proper mer chandising produces maximum sa returns.

He asserted faith in network ra dio and its ability to sell itself o basic values, and deplored what h called "the electronic complex which causes some advertisers t feel that they must make a choic between the broadcast media, rad and TV.

Charles C. Barry, radio pro grams vice president, emphasize the need for promotional efforts t support of program structures. He also stressed the difference between the size of radio and that of TV– 105 million sets against 16.5 mi lion.

Public relations activities wer outlined by William F. Brook public relations vice president while the problems of "Glamouriz ing Publicity and Publicizing Glam our" were discussed by Press Vic President Sydney H. Eiges. Henr Cassidy, director of news and spe cial events, reviewed "News Cover age in an Election Year."

Fred N. Dodge, director of mer chandising, described merchandis ing as "the magic touch." After showing NBC's new "summer ra dio" presentation, Advertising and Promotion Manager Jacob A. Evans reviewed "Promoting Radio in a Television Age" and Audience Promotion Supervisor Clyde L. Clem gave a progress report "Up to Now," and, in another talk, pre sented summer audience promotion plans. "Radio Research for the Future" was appraised by Plans and Research Director Hugh M. Beville, while Mr. Evans wound up the workshop's first day by em phasizing "timely" promotion as the keynote for the future.

Friday's meeting was to be de voted primarily to group discus sion sessions, after opening talks by Mr. Clem and Co-op Sales Man ager Ludwig Simmel.

Station Relations Vice President Harry R. Bannister welcomed the group at the opening meeting and Station Relations Director Fred Shawn conducted the Friday ses sion.

We are proud to introduce...

Gayle V. Grubb

Vice-President
and
Managing Director
WJBK-AM • WJBK-TV

Mr. Grubb, the new Vice-President and Managing Director of WJBK-AM and WJBK-TV, was formerly a Vice-President of the American Broadcasting Company's Radio and Television operations in San Francisco. A veteran of 28 years radio experience, he brings to WJBK a vast background in radio and television acquired as manager of Radio Stations KFAB, Lincoln, Nebraska, and WKY in Oklahoma City. Since 1945, Mr. Grubb was in charge of KGO and KGO-TV in San Francisco.

The entire staff of WJBK and the companion stations, owned and operated by The Fort Industry Company, say: "Welcome to Detroit!"

A FORT INDUSTRY STATION · 25 YEARS

WJBK -AM -FM -TV DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

MORE POWER TO WJBK

FCC Awards increase to . . . 10,000 Watts

WJBK's signal power will be stepped up to 10,000 watts, (daytime) and 5,000 watts (night time). A terrific plus to Detroit's Best Buy. This is the greatest power signal boost ever granted to any independent radio station in the Metropolitan area of Detroit.

This increased power of WJBK will extend its market coverage, and, in addition, give your sales message even *greater* concentration among the station's loyal, responsive listeners.

Increase *your* sales punch in the wealthy Detroit market with WJBK, Detroit's Best Buy!

A FORT INDUSTRY STATION

25 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 1952

WJBK-DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

SET SALES

Drop 40% From Last Year For Both Radio, TV

OUTPUT of radio and television receivers dropped over 40% below that of the first quarter of 1951, according to a three-month analysis listed last week by Radio-Television Mfrs. Assn. Figures cover the entire industry.

Radio set output was down 44% and TV 40%, RTMA estimated. Output of radio sets totaled 2,367,800 in the quarter, of which 975,892 were manufactured in March, a five-week month. Output of TV sets totaled 1,324,831 for the quarter.

RTMA found that 123,685 radio sets manufactured during the first quarter had FM circuits, with 27,107 TV sets containing FM band tuning facilities.

Receiving tubes sold amounted to 85,934,322 units compared to 118,277,243 in the same 1951 quarter. March tube sales totaled 30,935,220 units compared to 44,413,146 a year ago. Of the March tubes, 27,812,601 were of the entertainment type. Total value of receiving tube sales by RTMA member companies for the first quarter was $61,051,463.

Analyzing the output of television picture tubes, RTMA found 98% were 16 inches or larger in the first quarter compared to 94% a year ago. Most tubes were rectangular.

Picture tube sales to manufacturers totaled 370,206 units in March, with a value of $8,582,538 compared to 608,396 units valued at $16,064,425 in the same month a year ago. First quarter tube sales totaled 1,040,829 units valued at $23,898,653 compared to 1,822,793 tubes valued at $49,892,454 a year ago.

Set production by months for the quarter of 1952 is shown below.

* * *

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (five weeks)	510,561	357,689	99,720	343,314	175,169	975,892
TOTAL	1,324,831	959,117	241,019	806,240	361,424	2,367,800

LOUDSPEAKERS

Larger Inventories Sought

PLEA for easing of materials and larger inventories to meet expected demand by set-makers for loudspeakers after July 1 has been placed before the National Production Authority.

Loudspeaker manufacturers told NPA April 24 the current 45-day speaker inventory will be inadequate when industry swings into peak production during the third and fourth quarters. Under present conditions, set-makers would have to wait before receiving these components. Copper wire inventory shortages were reported in particular.

The loudspeaker industry group also asked more data on cobalt and nickel. NPA said there is a "temporary balance" between supply and demand but pointed out military needs will mount. The industry group conceded it would be "risky" at this time to remove controls on these alloys but said it would face production lags because of curtailed civilian needs.

Certain carbon steel also has figured in NPA actions. NPA removed "second-quality" or rejected steel from controls and told manufacturers they need not file requirements for the fourth quarter. Applications (CMP 4-B) for materials to make all-type radio-TV appliances — receivers, phonographs, record-players, etc.—were sent out to firms last week.

While carbon steel is used for chassis and tubes, industry spokesmen felt the order would have little effect on manufacturers when viewed against other shortages and fulfillment of current civilian demand for sets.

TEACHERS NAMED

For News Internships

TEN university journalism teachers have been selected for the 1952 radio internship program of the Council on Radio-Television Journalism, according to Basket Mosse, Northwestern U., council chairman. They will serve in selected radio-TV station newsrooms during the summer vacation period. Robert K. Richards, NARTB public affairs director and council secretary-treasurer, said the program will give teachers practical newsroom experience and better prepare them to train students for broadcast service. The interns contribute their services on an "average fee" basis. NARTB supports the council financially.

The interns are Paul Deutschmann, U. of Oregon; Milo Ryan, U. of Washington; Alan Scott, U. of Texas; Calder M. Pickett, U. of Kansas; Paul Krakowski, U. of West Virginia; Oliver R. Smith, Brigham Young U.; Russell N. Baird, Bowling Green State U.; Richard F. Crandell, Columbia U.; Dr. Marvin Rosenberg, U. of California; William Carmody, Colorado A&M.

WOV Revenue Up

REVENUE totals are higher at WOV New York. General Manager Ralph N. Weil reports the month of March the most lucrative in the station's entire history and totals for the entire first quarter of 1952 surpassing those of 1951 by 21%. WOV, which specializes in foreign language broadcasts, notes its station "formula." That formula, according to Mr. Weil, is: "Thorough merchandising with specialized programming for specialized audiences and . . . scorning . . . rate-cutting practices."

KLZ—30 YEARS OF SERVICE

LIEUT. GEN. HENRY L. LARSEN
Director of Civil Defense
State of Colorado

"...KLZ does a front line job for Civil Defense!"

Lieutenant General Henry L. Larsen, director of Civil Defense for the State of Colorado, says, "KLZ does a front-line job for Civil Defense"... high compliment indeed from this able, combat veteran General of the U.S. Marines. (Ret.)

KLZ contributes time, personnel and facilities in support of the important Civil Defense program in Colorado and works in close cooperation with both City and State Civil Defense offices. Such activity is typical of the comprehensive public service efforts of KLZ, Pioneer Broadcasting Station of the West.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

KLBS HOUSTON

Liberty's Key Station

LIBERTY Broadcasting System's key outlet is now located at Houston, operating the former KLEE under new call letters of KLBS. Change was effective April 25 with the station joining the network, Ray A. Lewis, general manager of Trinity Broadcasting Corp., has announced.

Trinity Broadcasting Corp. also owns and operates KLIF Dallas and KELP El Paso. It purchased the former KLEE for a price in excess of $300,000, it was pointed out, with sale and transfer approved by FCC [B•T, March 3, Feb. 4].

Change in call letters, from KLEE to KLBS, marks the proposed moving of Liberty's headquarters from Dallas to Houston. That move should be completed on a working basis in early 1953, Mr. Lewis noted. KLBS operates on 610 kc with 5 kw power and is on the air 24 hours daily. Liberty's co-chairman of the board, B. R. McLendon, is also president of Trinity and owner and operator of the Tri-State Theatre chain of the Southwest. Gordon McLendon, LBS president, is an executive of Trinity.

TOM CAVANAGH, (l), new station manager of KLBS, is greeted by Mr. Lewis (r) with Mr. McLendon adding congratulations.

'POLITICAL' ADS

Humphrey Is Answered

ATTACK on "political" institutional advertising by Sen. Hubert H. Humphrey (D-Minn.) has been opposed formally by the Advertising and Sales Club of Seattle.

The club has adopted a special resolution calling on the state's delegation in Congress to "continue to uphold free speech and a free press by opposing Sen. Humphrey's theories on the function of advertising, which is a necessary tool of business enterprise, and his efforts to hamstring advertising as a medium of free expression of views."

Resolution was proposed by A. F. Moitoret, Seattle manager of Braun & Co. and the club's legislative chairman.

Sen. Humphrey's speech against "political" institutional ads was made in the Senate early last month [B•T, April 7].

d-CON HEARING

FTC Presents Argument

HEARING on a complaint charging the d-Con Co. and United Enterprises Inc., both Chicago, with radio and other advertising misrepresentations was held by the Federal Trade Commission in Washington last Tuesday.

Hearing examiner heard arguments from government attorney Edward F. Downs challenging certain ad claims of the d-Con Co., which manufactures a rodenticide. Mr. Downs introduced radio continuities as exhibits.

Earlier, officers of the d-Con Co. had denied the complaint which labeled the advertisements on radio and in other media as allegedly "false and misleading." The company will present its side at a future hearing.

United Enterprises Inc. was described as a distributor subsidiary of d-Con by its Jerome Ratner, who also revealed that the United Enterprises will be dissolved.

Mr. Downs offered testimony tending to question claims by d-Con, a principal in per inquiry deals [B•T, March 24], that the product has been endorsed by the Public Health Service; that its application prevents reinfestation of premises by rats and mice; that it will destroy all rodents within 15 days; and that it will eliminate all after-odors usually associated with rodenticides.

NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population

218,870 Homes

210,538 Radio Homes

$763,631,000 Total Sales

LANSING, MICHIGAN

SEE RAMBEAU - New York, Chicago, Los Angeles

IMPACT RADIO SALES, Detroit

CONTROLS STAY

Likely Despite Battle On Capitol Hill

BATTLE royal was fomenting on Capitol Hill last week against the backdrop of the steel industry dispute and walkout which threatened long-range repercussions in the nation's military and civilian economy.

Amidst all the shouting in Congress, there still were indications that the Senate and House eventually will vote to extend wage-price controls despite sentiment for their abolition in the wake of the steel dispute. The question was: how long an extension beyond June 30?

Reason for anticipating renewal of the Defense Production Act appeared partly political in nature as both congressional chambers held hearings on economic controls.

The Senate Banking & Currency Committee resumed sessions after executive deliberations which were sidetracked because of the steel issue. The House counterpart unit opened hearings at the same time.

Still at stake, aside from extension of wage and price ceilings, are such issues as: (1) the Capehart cost allowance formula for advertising; (2) Regulation W governing installment purchases of radio-TV sets and other appliances; (3) exemption for broadcasting and other media from price controls.

Consensus was that the last two would remain status quo, providing, of course, the production act is extended. There appears to be no organized fight to preserve the advertising cost provision authored by Sen. Homer Capehart (R-Ind.). Most manufacturers have had the opportunity to apply for higher ceiling prices on the basis of added expenses accrued before July 26, 1951 cutoff date, though they stand to benefit further if this date is extended.

Mixed Reactions

Demands flew thick and fast last week on the economic front. There was mixed reaction in Congress ranging from cries for abolition of controls to one and two-year extensions. The U. S. Chamber of Commerce labeled wage-price controls "superficial and wasteful." Price Stabilizer Ellis Arnall called for a two-year reprieve. Renewal of the act was supported generally by Economic Stabilizer Roger Putnam and Wage Chief Nathan Feinsinger.

Mr. Putnam backed President Truman in reiterating a demand for repeal of the Capehart amendment. The OPS, he said, is under "continuing and heavy pressure to raise ceilings on many commodities in vital areas." Steel industry's request for price boosts, if granted, would set off a wave of price hikes and wage demands in other industries, he added.

Former Defense Mobilizer Charles E. Wilson added his own thoughts. He said the U. S. is in a "grave position" and must get its economy "back on the track." Joining production with defense requirements will take "several years" despite the progress made under his leadership, Mr. Wilson told the Senate Banking Committee.

Side issue of the steel upheaval is the forthcoming probe of the Wage Stabilization Board by the House Labor & Welfare Committee tomorrow (Tuesday). The lower chamber voted unanimously to conduct the investigation because of WSB's handling of the dispute. Proposal is to revamp the board and eliminate its jurisdiction over such disputes. WSB governs wages in the radio-TV and other industries.

PRISON RIOT

Covered by Detroit Outlets

DETROIT radio-TV outlets gave full coverage last week to the 90-hour riot staged by 2,600 convicts in the Jackson, Mich., prison. Viewers and listeners throughout the state, and in some cases throughout the country, were kept abreast of developments through facilities of Detroit stations.

Soon after the mutiny began, WWJ-TV's news producer, Tom Sutton, rushed to the scene and within a few hours films were appearing on regularly scheduled newscasts. WWJ used WIBM Jackson as a relay station for providing direct radio coverage. Programs featured commentary by Bob Leslie, staff announcer, and interviews with prisoners themselves.

Films made by WJBK-TV were picked up for showing on Douglas Edwards' CBS-TV show. Network commended the station on the fine quality of the film cut-ins, WJBK reported.

After the riot ended, WJBK telecast a panel discussion on the causes, possible remedies and probable repercussions of the uprising. Participants included Attorney General Frank Millard and *Detroit Times* reporters Jack Pickering, Al Kaufman and Edward Breslin.

Newscaster Ray Girardin, CKLW Windsor, Ont., aired a taped interview with Earl Ward, riot ringleader, the day after the mutiny began.

Floberg Lauds Radio

ATTEMPTS to pierce the Iron Curtain by radio were described as a "marriage of technical achievements . . . and the message of a free world trying to get through" in a speech by John F. Floberg, Assistant Secretary of the Navy for Air, at an Armed Forces Communications dinner in Philadelphia April 25. He described radar-electronics achievements as a "triumph," and the "failure of one-half of the world to establish any reasonable human communications with the other" as a "tragedy."

Question:

HOW DO DRUGGISTS RESPOND TO "KYW FEATURE DRUGS"?

Answer:

(and we quote)

"ONE OF THE GREATEST MERCHANDISING IDEAS TO COME ALONG"

"Congratulations on the great job you're doing for the independent retail druggist. 'KYW Feature Drugs' is one of the greatest merchandising ideas to come along and should merit the wholehearted support of every selected pharmacy."

That's how one official of a local drug store association feels about this dynamic KYW program. And we can show you many, many other letters in the same vein!

Hal's Their Pal. With every program, Hal Moore wins new support from the local drug trade as he selects and commends another "featured" store. All this brings effective cooperation, including terrific opportunities for in-store promotions, for participating sponsors. For interesting case histories and for availabilities, check KYW or Free & Peters.

50,000 WATTS NBC AFFILIATE **KYW** PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

On All Accounts

(Continued from page 14)

ings in the first 21 months of operation, and 11 hours of programming was fed to the network weekly. Mr. Kilian helped develop the popular sell-out *Super Circus*, the name and format of which were based on a "never-sold" radio audition for Super Bubble Gum.

He picked up business know-how to supplement his program creativity in numerous radio jobs, with announcing, production and managing stints scattered among WTOL Toledo, WBCM Bay City, Mich., WIZE Springfield, Ohio and WBBM (CBS) Chicago. He believes all "mass communication media are fumbling along in an effort to do what television does," that other media do it "by a mechanical and chemical process to try and make up for the time-lag." Immediacy, he believes, is television's forte, and it will reach mature fulfillment "when the techniques become less obvious and less cumbersome."

Mr. Kilian is a charter member of the Chicago Television Council, and is a member of the Tavern Club. He lives on the city's far North Side with his wife, the former Laura Dulski of Saginaw, Mich., who was a singer and actress. Their family includes a stepson, Joe, 18, U. of Illinois freshman who plans to attend Pasadena Playhouse; Mike, 12, "a fiddle player who wants to go to West Point," and Warren, 8, "a hambone from the toenails up." All three youngsters have appeared in movies and commercial films, and Warren has been offered several Hollywood contracts—all of which were turned down flatly. Mr. Kilian uses the same approach with his No. 3 son as with professionals—he guides instead of tells, uses psychology instead of a text book on drama.

Allergic to strenuous exercise, he spurns golf, saying "I get enough exercise walking down the hall to the media department."

DISTINGUISHED *trio appearing before Rotary Club meeting in Thomson, Ga., are (l to r)* **Walter J. Brown, president, WORD Spartanburg, S. C.; Harry Wismer, newly-appointed general executive of Thomas S. Lee Enterprises Inc., and Turner Catledge, managing editor,** ***The New York Times.***

30th ANNIVERSARIES

Trio of Stations Recall Humble Beginnings

KGY Olympia, Wash., WBAP Fort Worth and WDRC Hartford have just celebrated their 30th anniversaries.

KGY marked its 30th birthday anniversary amid ceremonies marked throughout by cooperation of local merchants and listeners.

Olympia merchants contributed $10,000 worth of merchandise prizes which Tom Olsen, president-general manager of KGY, gave away to lucky ticket holders.

The tickets were dropped from atop a fire truck extension ladder in downtown Sylvester Park. Some 6,000 persons participated in this event.

Programwise, ceremonies were highlighted by the appearance of Mr. Olsen with Father Sebastien Ruth, of St. Martin's College, who founded KGY at nearby Lacey in April 1922.

Father Sebastien operated with 5 w, as a one-man staff, coupling the station operation with his teaching duties at St. Martin's. Today, KGY operates with 250 w on 1240 kc.

Build-up for the anniversary ceremonies began 10 days beforehand when the station began a feature of airing news of 30 years ago.

KGY began newscasting in 1933 with Sam Crawford, now in the sales department, doing all of the news-gathering by foot, auto and telephone.

KGY went commercial in 1927 when Archie Taft and Lou Wasmer bought the station and moved it from Lacey to Olympia. Mr. Olsen purchased KGY in 1939.

"Quietly and with no fanfare," WBAP celebrated its 30th anniversary last Friday.

During the past three decades, WBAP has grown from a 10 watter to its present status as a 50 kw clear-channel station.

The man who put WBAP on the air in 1922 as *The Hired Hand*, Harold V. Hough, today is director of the *Fort Worth Star-Telegram* broadcast operation, WBAP-AM-FM-TV.

From the one employe in 1922, WBAP operations have grown to a staff of 160 employes.

Several other "old timers" are still with the station. R. C. Stinson, chief engineer, started with the station in 1926. Ted Graves, Ann Shipp and Al Bowman, all musicians, joined shortly thereafter. George Cranston, general manager, came to WBAP in 1930 as did Gene Baugh, musical director. A. M. Woodford, production director, began with WBAP in 1929 as an engineer.

WBAP shares assignment with WFAA Dallas: NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on the regional channel and vice versa. Both channels are for combined coverage of the Dallas-Ft. Worth market areas.

Party for Doolittle

Party celebrating 30th anniversary of the incorporation of WDRC was arranged by the station staff as surprise for Franklin M. Doolittle, president, and Walter Haase, general manager, with each receiving gifts from employes. WDRC was incorporated in April 1922.

The station is licensed to the Connecticut Broadcasting Co. It operates on 1360 kc with 5 kw D.

'HEADLINERS'

Radio-TV Awards Announced

FOUR achievement awards plus a Valor Medal have been voted to representatives of the broadcasting industry by the National Headliners' Club, which will make presentations to winners of its 18th annual competition in Atlantic City June 7.

Based on more than 1,000 entries from 400 newspapers, radio stations and syndicates, 18 awards are to be given news writers, photographers, editors and cartoonists for outstanding features and news coverage during the past year.

Radio-Television awards were announced last week as follows:

For consistently outstanding news broadcasting, KFI Los Angeles, cited for its *KFI Calling* series. The weekly program features recorded telephone interviews with people in world news.

For consistently outstanding radio editorials, KFMB San Diego and executive editor Paul W. White, "for courage in taking an editorial stand on vital issues of local, state and national importance." Judges suggested that "such a program in the public interest might set a pattern for other stations to follow."

For outstanding television coverage of a news event, Charles and Eugene Jones of NBC-TV "for their world beat with a film and tape interview of Robert Vogeler following his release from Communist authorities in Vienna."

For a consistently outstanding job of "radio reporting under danger in their role of providing American audiences with a 'listening post' for their troops in the field": combat radio correspondents from the Dept. of Defense, as exemplified by the work of Lt. Col. Wes McPheron, USA, and Sgt. Gene Coons, USMC.

For newsreel reporting of action at the front in Korea, Headliner Valor Awards to Wade Bingham, television news cameraman for Telenews Productions; Gene Zenier of Warner-Pathe, and Bang Young Lee, Korean newsreel photographer for MGM.

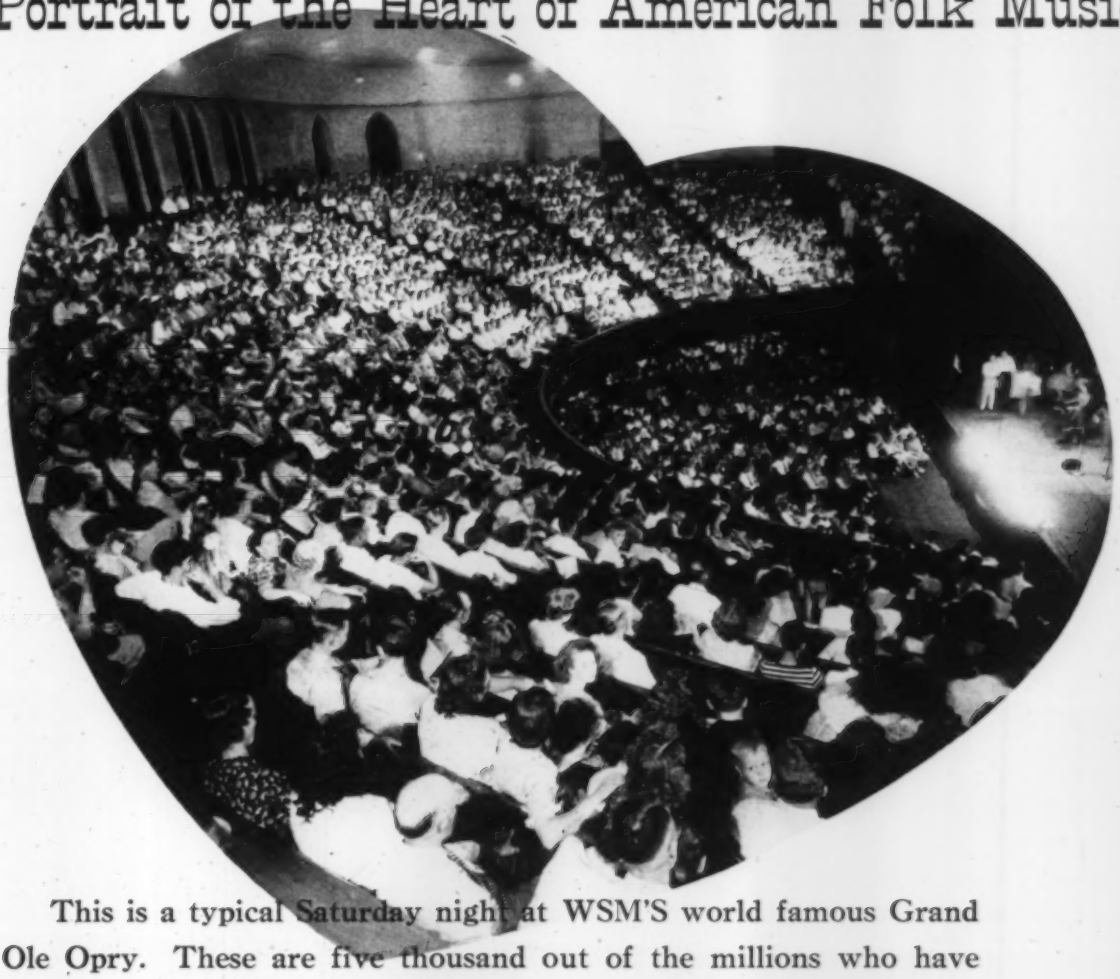
Thirteen other awards were made for best newspaper news stories, features, photographs and editorials. Among those honored for journalistic effort was Cedric Adams, who writes the column, "In This Corner" for the *Minneapolis Star Journal* and *Minneapolis Tribune*. Mr. Adams also is a commentator for WCCO Minneapolis.

Point IV Script

RADIO documentary script telling story of Point IV program throughout the world is now available on request from Public Affairs Staff, Technical Cooperation Administration, McShain Bldg., Washington 5, D. C. The script, of 15 minutes duration, is for five voices and calls for a minimum of sound effects and basic music.

Now MORE THAN EVER BEFORE
the Best Buy in Green Bay
IS
WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE
COMPLETE LOCAL COVERAGE AND INTEREST
+ PLUS +
MUTUAL Network
"MORE reasons for more people to listen more often!"
WJPG, GREEN BAY, WIS.
McGILLVRA, Rep., N.Y.-Chi.

Portrait of the Heart of American Folk Music



This is a typical Saturday night at WSM'S world famous Grand Ole Opry. These are five thousand out of the millions who have come to Nashville because a single radio station believed that the music of a region should be kept alive for the world to hear and applaud.

During its 26 year history the Grand Ole Opry has played to countless millions on the air and to a live audience of over 5,000,000 people. During the past nine months, 8 national magazines have featured the astounding Grand Ole Opry story, adding new weight to a program which has become an American Legend in less than 3 decades. Irving Waugh or any Petry Man can show you how to harness the power of this folk music to your product.

WSM
NASHVILLE

WSAB MEET

Confidence in Radio Noted; Northwest Ratings High

LIFTING of the television freeze and the fact that radio is still the best advertising medium were the two principal concerns of the annual meeting of the Washington Assn. of Broadcasters at Pullman April 25-26.

Joseph B. Ward, manager of Advertising Research Bureau Inc., Seattle, presented ARB Index ratings to stations in Pacific Northwest markets where radio has outpulled newspapers according to ARBI surveys. Recipients were KIT Yakima, KOMO Seattle, KVOS Bellingham, KPQ Wenatchee, KELA Centralia-Chehalis, KGY Olympia and KXLY Spokane, all Washington, and other stations of the XL group in Oregon and Montana.

New officers elected for the coming year were: President, Leo H. Beckley, president and general manager, KBRC Mt. Vernon; vice president, Loren B. Stone, manager, KBRO Bremerton; secretary-treasurer, Allen Miller, general manager, KWSC Pullman.

Directors elected were Rogan Jones, president, KVOS Bellingham, and Donald A. Wike, commercial manager, KUJ Walla Walla.

Outgoing president, Fred F. Chitty, general manager, KVAN Vancouver, advised the broadcasters to see to it that they are not ignored in their home communities.

Gov. Arthur B. Langlie told broadcasters at the Saturday afternoon session that radio has a "terrific responsibility—it must convey accurate information to the people."

Maurice B. Mitchell, general manager of Associated Program Service, urged a belief in the medium of radio, which he called "still the best," and recommended that radio executives "sell with confidence."

John P. Hearne, attorney for KLAC-TV Los Angeles and KRON-TV San Francisco, and a former examiner for the FCC, reviewed the history of the television freeze.

As reassurance to those businessmen still primarily concerned with the AM side of broadcasting, Mr. Hearne noted that currently in television markets, radio is holding its own, and there is a place for both.

William R. Taft, president and general manager KRKO Everett, lauded WSAB sales clinics, which have been held quarterly for the past year. After two of these meetings, he reported, KRKO had obtained $4,000 in new business.

Loren Stone, manager KBRO Bremerton and chairman of the Washington State Advertising Commission urged broadcasters to back an adequately financed state advertising program.

Tom Olsen, president and general manager of KGY Olympia, and WSAB legislative chairman, described the success of Washington's state law permitting legal advertising on the air.

Carl Downing, WSAB executive secretary, reported on the association-backed Radio News Bureau, which operates from the state capital at Olympia. He recommended that the broadcasters undertake the same special network coverage for the 1953 session of the Washington legislature that they used in 1951.

Awards at Banquet

Saturday night, at a banquet of the National Collegiate Radio Guild attended by more than 175 broadcasters, Gov. Langlie presented two awards to the outstanding men and women students at WSC's radio school. Bruce Berg, a senior, of Helena, Mont., received the Edward R. Murrow Award, named for the CBS newscaster, an alumnus of WSC. The Judith C. Waller Award was presented to Donna Murdock, San Carlos, Ariz.

Dr. C. Clement French, who took office as president of the State College on April 16, extended greetings to the broadcasters at the Saturday banquet. All sessions of the WSAB annual conference took place in the studios and studio auditorium of KWSC. Luncheons and the banquet were held at the Washington Hotel, in Pullman.

Attending the WSAB sessions were 55 broadcasters, plus the staff of KWSC and approximately 15 radio students at the college.

The group also heard from Jim Cox, West Coast representative for Broadcast Music Inc., who mentioned the program clinic scheduled for May 6 at the Olympic Hotel in Seattle; and from Lee Jacobs, NARTB director at large for small stations.

NEW WSAB officers and directors include (standing, l to r) Mr. Beckley, president; Mr. Chitty, outgoing president; Mr. Stone, vice president; Mr. Miller, secretary-treasurer; Carl Downing, executive secretary and director of the Radio News Bureau; Mr. Wike and Mr. Jones, directors; (seated) Mr. Mitchell and Mr. Hearne.

* * *

TAB CONVENTION

Set May 8-9 In San Antonio

TEXAS Assn. of Broadcasters is urging all Texas stations—whether they are members of the association or not—to send a representative to the semi-annual TAB meeting in San Antonio, May 8-9.

Sessions are to be held in the Plaza Hotel, with San Antonio stations KABC KITE KONO and WOAI to be hosts.

Agenda calls for J. M. McDonald, TAB president, to call the meeting to order at 10:30 a.m. Thursday. Speakers and their topics for the first day include Gene Howe, board chairman, *Amarillo Globe-News*, "Texas Radio vs. Texas Newspaper"; Lloyd George Venard, president, O. L. Taylor Co., "How Texas Can Get More National Radio Money"; John E. Pearson, president, John E. Pearson Co., "What An Agency Expects of a Station," and Kenyon Brown, NARTB District 13 directors, who will extend NARTB greetings to the convention.

Thursday afternoon will be devoted to a forum, at which participants will discuss political censorship under the new Texas election laws; sports broadcast rights; personnel procurement; public service policies and whatever points are raised from the floor.

Friday will be devoted to a BMI clinic.

C-P-P Net Drops

NET INCOME of Colgate-Palmolive-Peet Co. for the first quarter of 1952 was $2,250,000, compared with $4,378,000 in the same period of 1951, according to a report. Domestic sales were $63,402,000 as against $72,725,000 in 1951's first quarter.

ALLIED RECORDING

Gets Federal Contract

FOR the fifth consecutive year Allied Recording Mfg. Co., through the Bureau of Federal Supply, has been awarded the contract for all recording, processing and pressing of transcriptions for all executive branches of the government. The new contract, effective June 1, continues through May 31, 1953.

Allied will turn out all transcriptions required by the federal agencies at its Hollywood headquarters and at K. R. Smith Div., its New York plant. They include Voice of America show for the State Dept., *Guest Star* shows for Treasury Savings Bond Div. and *So Proudly We Hail* for the Adjutant General's Office of the U. S. Army.

Allied also presses recordings for overseas shipment from West Coast headquarters of Armed Forces Radio Service as well as transcribed public service Navy and Marine Corps recruiting programs.

Under all the contracts, Allied provides federal agencies with recording facilities to transcribed programs in Washington, Chicago, New York and Hollywood, according to Daken K. Broadhead, firm's president.

D.C. TAX APPEAL

Ruling Affects Engineers

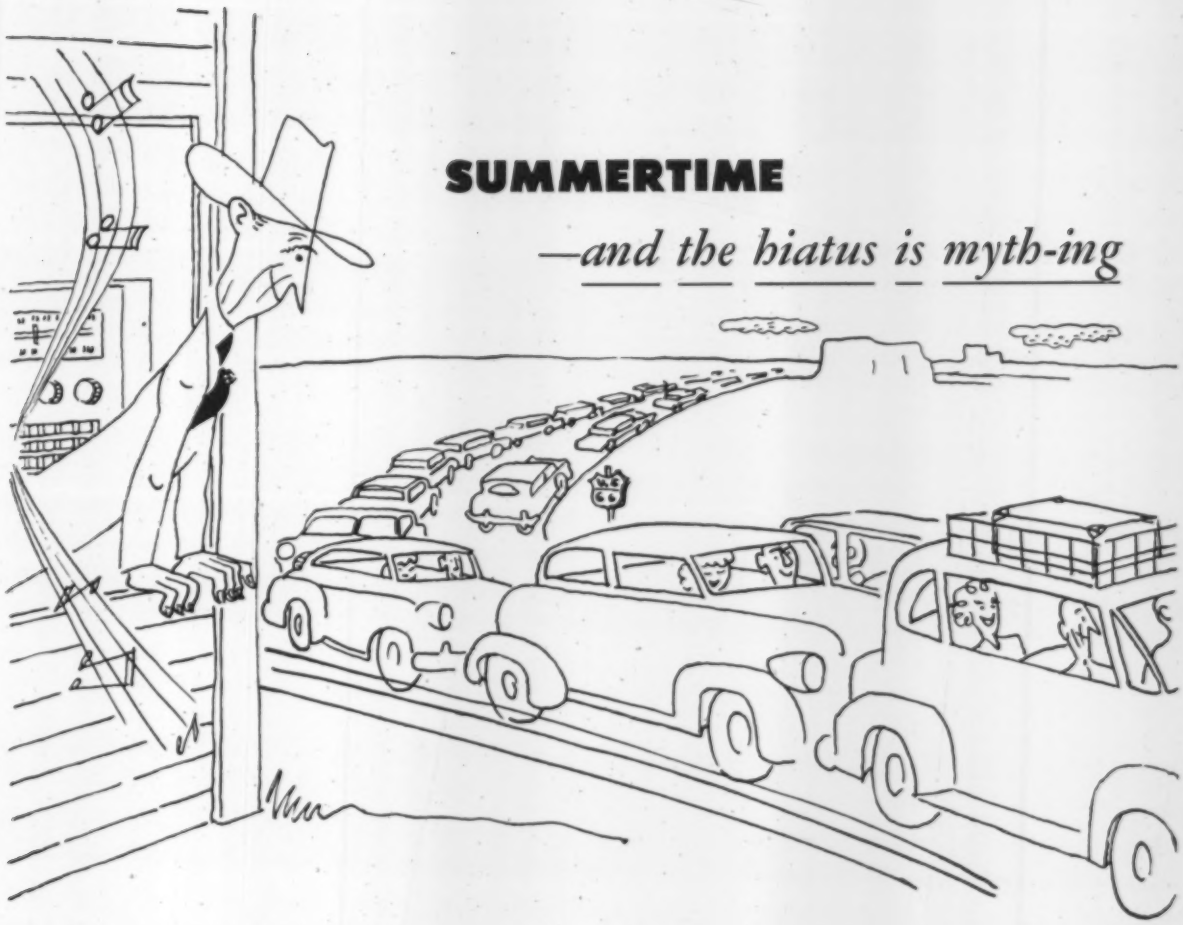
FRANCHISE tax imposed on "unincorporated" businesses by the District of Columbia does not apply to consulting radio-TV engineers. That decision by the D. C. Board of Tax Appeals in 1949 in the case of consultant George P. Adair, former (1944-47) FCC chief engineer, was affirmed two weeks ago by the U. S. Court of Appeals.

Court of Appeals found that even though approximately 30% of the gross income went for salaries, it was nevertheless a fact that more than 80% of the income came from the personal services of Mr. Adair. D. C. regulation uses 80% figure as a cutoff for determining difference between personal service business and "unincorporated" business.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA



SUMMERTIME

—*and the hiatus is myth-ing*

AMARILLO is located on Highway 66, the direct route from Chicago to Los Angeles. The heavy summer traffic can—and does—tune in to KGNC for 400 or 500 miles rolling through our coverage area. We offer exclusive NBC programming to a trade territory which extends *at least* 140 miles in all directions. As far as listeners are concerned, the summer hiatus is just a myth you read about in the trade press.

People around Amarillo do about the same things in the summer that they do in the winter because there isn't much else to do. We're about 900 miles from the seacoast; folks can't go there for the weekend. The mountains are about 400 miles that way—too far a piece for a fast holiday. There's only one honest-to-goodness night club in Amarillo and none in other towns KGNC covers. Except for an occasional movie there isn't much nightlife.

What do folks do with their leisure?

Listen to KGNC.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

COURT LAXITY

Scored by Sarnoff In N. Y. Speech

A WARNING that failure of the courts to review the "substance" of decisions of administrative agencies could result in loss of "the right of every person to have his day in court" was sounded by Brig. Gen. David Sarnoff, chairman of the board of RCA, in an address April 23 before the Harvard Law School Alumni Assn. of New York City.

Speaking on "A Layman Looks at the Law," Gen. Sarnoff cited the color television case, in which, he noted, "eight of the nine Justices of the Supreme Court obviously agreed. . . . that the administrative agency [FCC] having made its decision there was nothing for the Supreme Court to do." He continued:

"I would not challenge the necessity of ceasing the strain on our overburdened courts by resort to the expedient of the administrative process. Nor would I challenge the right of a court of law to circumscribe that which it will consent to hear.

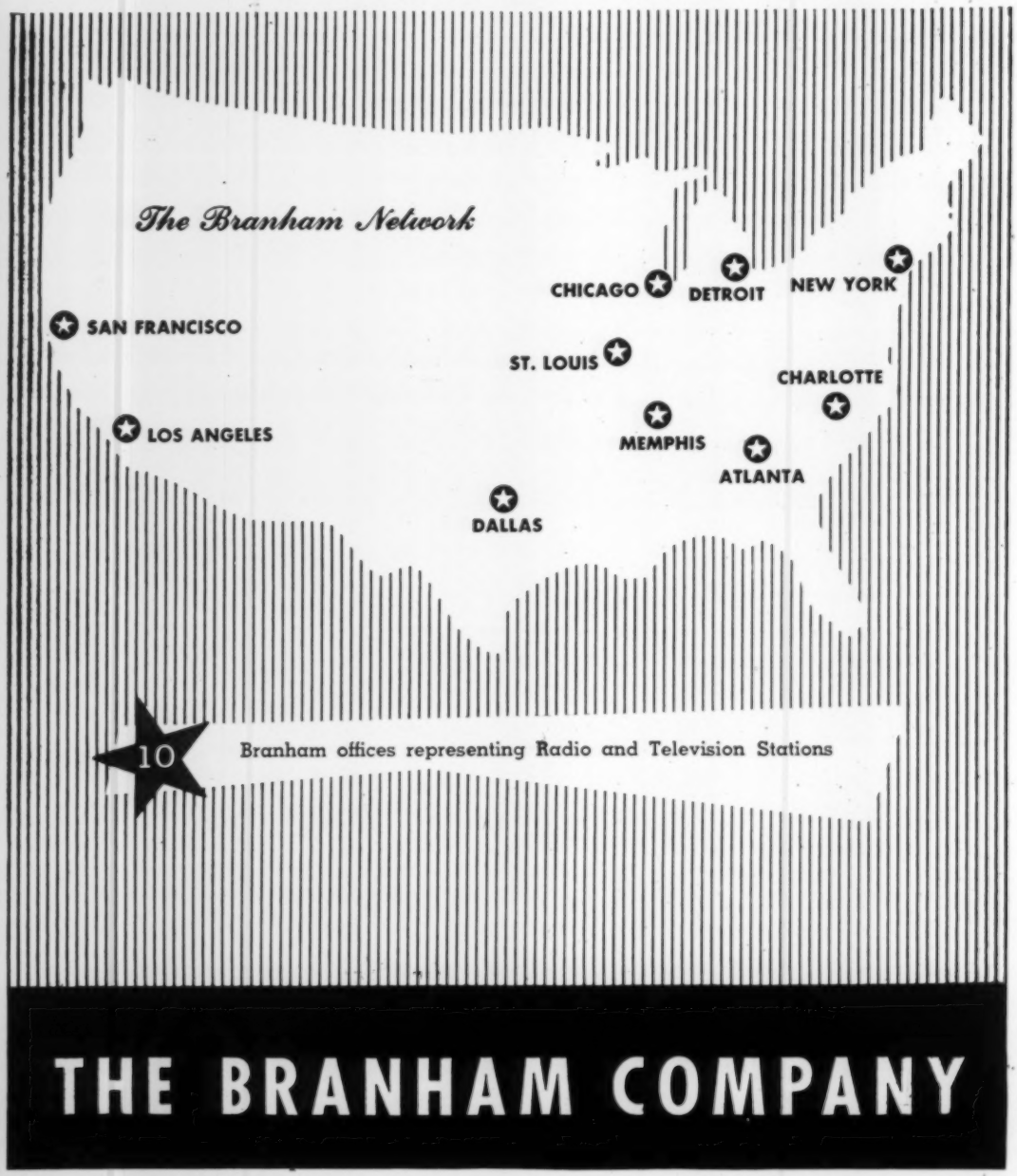
"But, I suggest that the growing tide of judicial unwillingness to review decisions of administrative bodies has many serious implications for business and the public. It may result in a drastic change in our system of courts and law whereby matters of substance would be determined on the administrative level and only matters of form passed on by the courts. Under such circumstances, one of the bulwarks of our form of government—the right of every person to have his day in court—would be swept away."

Gen. Sarnoff suggested that "this is a problem for the Bar to consider carefully." He asserted that "unless a reasonable solution is found, the place of the court and the lawyer in the administration of justice will increasingly be subordinated to the growing power of the administrative agency which will speak with an authority and finality for exceeding that of a court of law." He concluded:

"Looking at the law as a layman, it seems to me that where the public interest is vitally affected there ought to be some place to go where a judicial review of the substance and not merely the form of a case can be secured. . . . Compatibility is essential not only between black-and-white and color television but also between the facts and the law."

Frank Byrnes

FRANK BYRNES, 63, KCBS San Francisco sales account executive, died at his home there April 20. He joined KQW (now KCBS) in 1942. His wife, Alyse, survives.



THE BRANHAM COMPANY

FORD WORKSHOP

Funds Over $90,000 in '51

EXPENDITURES of the Ford Foundation's TV-Radio Workshop in 1951 totaled $90,877 out of the project's overall $1.2 million grant [B•T, April 28], according to the first annual report of the Fund for Adult Education, which administered the grant.

The report, released yesterday (Sunday), showed workshop expenditures of $30,017 for production of *The People Act*, weekly series now on CBS Radio, and $12,933 for *Assembly VI*, weekly coverage of last winter's meeting of the UN General Assembly in Paris, which was seen on NBC-TV. Total authorizations for these two programs were $175,000 for *People Act* and $50,000 for *Assembly VI*. Expenditures shown were those which had been made up to Dec. 31, 1951.

Workshop expenditures for "other programs and supervision" were placed at $46,927.

Apart from the workshop, the Fund made grants totaling $2,520,223 during the year. These included $300,000 to Lowell Institute for development of programs for the Educational Radio Network; $157,800 for KPFA-FM Berkeley, Calif., experiments in subscription radio as "another means for providing offerings in adult education"; $180,000 to Iowa State College for development of educational TV programs on its WOI-TV Ames; $25,000 to the National Assn. of Educational Broadcasters for monitoring studies of television programs in three cities, and $90,000 to the Joint Committee on Educational Television for "technical advice to educational institutions applying for television channels."

The report noted that four series are in preparation for NAEB's Educational Radio Network: *Our Jeffersonian Heritage; The Ways of Mankind; America and the Soviet Union* and *Discussions of Current Public Issues*. They are being taped, will be carried by the NAEB network's 107 stations, and subsequently will be distributed to commercial stations, it was said.

The Fund had a balance of $1,733,031 on Dec. 31, aside from the TV-Radio Workshop's balance of $1,109,123. The Fund is headed by Alexander Fraser as board chairman and C. Scott Fletcher as president, while Robert Saudek is director of the workshop, with John Coburn Turner as assistant director.

'Tokyo Rose' Plea

APPEAL by Iva Toguri D'Aquino for reversal of conviction involving treasonable broadcasts during World War II was turned down in a brief order by the U. S. Supreme Court last Monday. Mrs. D'Aquino, alias Tokyo Rose, must serve out a 10-year prison term for her broadcast activities over Radio Tokyo. Court issued the order without any accompanying opinions.

NBC's MEN IN THE NEWS: *Swayze*

Photograph by RALPH STEINER

"It never occurred to me that my neckties might be a problem . . ."

Not only his neckties, but his shirts, gestures and state of health are of tremendous concern to John Cameron Swayze's regular viewers. Swayze, who started as a reporter and newscaster in Kansas City, must choose his accessories as carefully as he edits his scripts. Television's most decorated newsman, Swayze has won more awards for accuracy than a Swiss watch . . . including the coveted DuPont award. Formerly Director of News for NBC's Western network, Swayze's phenomenal memory and brisk showmanship first gained national prominence with his TV coverage of the 1948 presidential conventions. Now with his daily Camel News Caravan, television's highest rated news show, Swayze is one of the most-heard newsmen in the business.

As a keen interpretive reporter and knowledgeable showman, Swayze knows that 1952's big story is politics, and his first assignment, like that of 100 other NBC men of news, is to cover the conventions and the elections as they've never been covered before.

Swayze, Pearson, Kaltenborn, Mueller —these are a few of the outstanding reporters who make the NBC News Center pre-eminent in broadcasting. News reaches most Americans first through radio and television, and ratings prove that, day-to-day, more Americans prefer NBC as their primary news source on both radio and television. The reason is simple. NBC's news-gathering facilities are larger and more active, and NBC consistently broadcasts more hours of news, more special events than any other radio or television network.

Politics makes more than strange bedfellows. It makes exciting news, and in this, the most intense political campaign since 1932, more Americans will hear the news first and hear more of it from NBC.

NBC *radio and television*

a service of Radio Corporation of America

local sponsors report...

AP NEWS more profitab

"Business doubled in one year... with AP news on WRUF."

Fred M. Cone, Owner
Ideal Laundry,
Gainesville, Fla.

From Mr. Cone: "AP news on WRUF contributed greatly to the increase in our business. AP newscasts give the people what they desire most — up-to-the-minute news. This certainly pays off for us. All of us are sold on AP for results!"

Major Ga
Director,
Gainesvill

"Listeners more interested than ever in news."

Bernard C. Brazeau, Pres.,
First National Bank,
Wisconsin Rapids, Wis.

Says Mr. Brazeau, whose bank is the biggest sponsor of news at WFHR: "Because news is the listener's greatest interest today, we use AP news over WFHR consistently with maximum results. AP does a real job in promoting good will and business for us!"

George T
General M
Wisconsi

Hundreds of the country's finest stations announce with pride *"THIS STATION IS A MEMBE OF*

fitable than ever!

Major Garland Powell, Director, WRUF, Gainesville, Fla.

And from WRUF Director Powell: "I had a hard time persuading Mr. Cone to use radio. But after a few experiments he decided on AP newscasts. Within a year he had to double the size of his plant."

George T. Frechette General Manager, WFHR Wisconsin Rapids, Wis.

And from WFHR General Manager Frechette: "Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business."

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

PROFIT is the proof . . . PROFIT from increased business . . . for sponsor and station! AP news produces consistent results . . . and top listenership. Keen, precise news coverage compels the listener's attention . . . holds him for sponsor's sales message. AP news builds peak buying audiences!

For complete information on how you can achieve results with AP news . . . contact your AP Field Representative . . . or WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

editorial

Expedite, Please

THREE WEEKS have elapsed since the FCC handed down its momentous "unfreeze" report on television. The questions that have arisen are myriad. The biggest concern is whether efforts will be made to block the allocations through litigation—a course threatened by a number of attorneys representing distraught clients. And, for the most part, these prospective appellees favor the Jones dissent, which would jettison what the Ohio Commissioner described as the "firm, fixed and final" allocation and substitute a wide open procedure following the pattern in AM broadcasting.

There can be no answer to this all-encompassing question until some affirmative legal move is made. But there *can* be an answer to another question worrying many broadcasters confronted with the necessity of making their plans forthwith. That is the vexatious problem of deciding whether competitive radio broadcasters in a given market should join hands in the quest for a TV facility. The FCC hasn't spoken on the legality of such "marriages." Prospective applicants are in a quandary. The inference, from the FCC staff level, is that such fusions would constitute "duopoly" in radio. Obviously, there would be "monopoly" involved in those 902 markets in which only one TV facility has been allocated, no matter who acquired the facility. (There are 970 markets which have only one AM outlet.)

This whole situation is fraught with trouble. In TV there's a greater "scarcity" factor than there ever was in AM or FM allocations. The FCC, admittedly, is anxious to get new television services on the air fast. But by maintaining silence on the so-called "duopoly" issue, the end result can only be further delays.

If an answer to the question posed is to be of any help, it must be made promptly.

Therefore, it behooves those applicants who may be contemplating merger to petition the Commission for an immediate "declaratory ruling," permissible under the Administrative Procedures Act.

Non-Kissin' Kin

PROBABLY no profound conclusions can be drawn from it, but it is an interesting fact that most of the leaders of the American Newspaper Publishers Assn. come from papers that through one corporate arrangement or another are identified with broadcasting stations.

All but one of the newly elected ANPA officers and directors represent newspapers that are affiliated with broadcasting. Here's the list: President, Charles F. McCahill, *Cleveland News* (WHK-AM-FM Cleveland, WHKK Akron, WKBN Youngstown, WHKC Columbus); vice president, George C. Biggers, Atlanta Newspapers Inc. (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD Miami); secretary, Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV Philadelphia); treasurer, W. L. Fanning, Westchester County Newspapers (WFAS-AM-FM White Plains, N. Y.); director, Franklin D. Schurz, *South Bend* (Ind.) *Tribune* (WSBT South Bend). The lone newspaper-only representative among the new officers and directors is Director H. H. Cahill of the Seattle *Times*.

The newly chosen chairman of the ANPA's Bureau of Advertising is Stuart M. Chambers, of the *St. Louis Post Dispatch* (KSD-AM-TV St. Louis). Mr. Chambers has an even closer association with broadcasting than the others mentioned above. He used to be commercial manager of KSD before he moved to the paper as business manager.

As chairman of the Bureau of Advertising, Mr. Chambers will be in charge of an agency to which publishers have contributed $1,374,000 to finance a free-wheeling, pro-newspaper, anti-radio and TV selling campaign.

(In terms of money at least, the newspapers' Bureau of Advertising will out-gun the broadcasters' Broadcast Advertising Bureau which has about $468,000 in sight for its fiscal year to carry on its job of undoing what is done by the Bureau of Advertising.)

At first glance it would seem that these publishers who have both newspaper and broadcasting interests are engaged in a somewhat farcial struggle to wrest the money out of one pocket of their pants only to put it in another. Actually, of course, the results of these competitive selling campaigns will be to add momentum to the whole advertising business and increase the volume which all media share.

Competition between broadcasting and newspapers should be vigorous. Indeed the more vigorous it is, the more healthy both media will be. It would only damage both if the competitive spirit were dampened by the common ownership of some properties.

One Man Brigade

CHANGE IN the high command of Mutual, which saw young, aggressive Thomas F. O'Neil take over the presidency from Frank K. White, causes little consternation. That is because the change was amicable and because Frank White remains in the broadcast field. He'll be doing business across the street at NBC—his third network connection in 15 years.

Tom O'Neil represents the ownership of Mutual. At 37, he is the youngest major network chieftain. In his five years in radio he has infused into the General Tire radio and television properties a new business approach that has paid off. He has a sound business background. And he has imagination. His right-hand bower will be Executive Vice President William B. Fineshriber Jr., who trained under Mr. White, and who takes on additional duties as an MBS director.

Frank White leaves Mutual in good condition. When he took over the Mutual presidency just three years ago, there were those who had misgivings about the continued existence of four "live" nationwide networks. While network business hasn't been a bed of roses these three years, Mr. White can look back upon improved business volume and program ratings. He met the challenge.

We have no doubt that Frank White will do more than pay his way at NBC. His rich experience with CBS—in both radio and recording—and with MBS, will serve the network in excellent stead. He's a one-man brigade.

A TWO-DECADE stalemate in radio legislation may be broken this week. The House Rules Committee, gate-way to action, sent the McFarland Bill (S 658) to the floor where it should pass this week, despite some features which would wreak havoc in broadcasting. But we're told there's no cause for alarm since Senate and House conferees will compose differences and root out the inequities. It should be that or no bill at all. The Rules Committee also okayed an Interstate Commerce Subcommittee to study radio-TV programming, by reporting out the Gathings Resolution (H. Res. 278). This is a green light to the objectors to blood-and-thunder TV programming and "offensive" beer commercials. Here's where the new NARTB-TV code review board should step in, backed by the new subcommittee.

our respects to:

FREDERICK OWEN BOHEN

EXPERIENCE of the visual publishing field will go well in helping make a success of television.

Practical proof of this theory is being demonstrated today by a newcomer to radio and TV who enjoys such a wide background in the printed medium.

He is Fred Bohen, chairman of the board and director of WOW-AM-FM-TV Omaha and vice president and director of WHEN (TV) Syracuse. In addition to a broadcaster's duties, Mr. Bohen is president and publisher of Meredith Pub. Co., Des Moines, Iowa, which publishes *Better Homes & Gardens* and *Successful Farming*.

His entrance into the radio-TV industry occurred when Meredith Engineering Co., subsidiary of the publishing firm, built WHEN (TV) and purchased the WOW properties. WHEN (TV) began operation in 1948 and WOW-AM-FM-TV was acquired in August 1951.

Applications for TV outlets in Albany, Rochester and Schenectady have been on file with the FCC for four years.

Mr. Bohen feels that the expansion of his firm into the broadcast industry will afford him an opportunity to prove that years of experience with a visual medium such as a magazine can be transferred profitably to the TV screen. Plans and a limited number of experimental TV ideas employing the know-how of a magazine editor already have been carried out.

Mr. Bohen joined the firm which he now heads as an advertising salesman in the Chicago office in 1921. Two years later, he was promoted to advertising director of *Better Homes & Gardens* and *Successful Farming* and subsequently was named general manager of the firm, a position he held until 1928 when he became president and publisher of the company following the death of its founder, E. T. Meredith Sr.

Under his direction, the Meredith Pub. Co. has grown to be one of the largest magazine publishing houses in the country. *Better Homes & Gardens* circulation has jumped from slightly more than a million copies to the current 3.5 million monthly under Mr. Bohen's direction. In the past 25 years, *Successful Farming* circulation has increased to over 1.2 million. The latter publication has been either first or second in advertising pages among the four general farm magazines for 36 of the last 38 years, he reports.

Mr. Bohen, a native of Minnesota, is active

(Continued on page 56)

Best time buy on the market

Say "Children's Hour" and instantly people in and around Philadelphia think of a Sunday morning program now in its 24th year on WCAU Radio, sponsored by the Horn & Hardart Restaurants and Retail Shops. Say "Horn & Hardart Herald" and they think of the long-established news show heard every morning over WCAU, inviting them to "hear what happened during the night."

This part played by WCAU in the Horn & Hardart organization's advertising is best described in the Company's own words . . .

> *"We early recognized the economy of advertising by radio — and more particularly over WCAU. Our 'Children's Hour' has not only done an outstanding sales job but has become a most effective vehicle for promoting good community relations. Furthermore, through our newscast, we have been able to tell our story to our Philadelphia customers every weekday. The result has been 24 years of uninterrupted selling — over WCAU. Today we are finding WCAU just as productive a sales medium as it has been at any time in our long and profitable association."*

Almost a quarter of a century of consecutive and exclusive advertising on WCAU adds more proof — proof that WCAU is the best time buy on the market.

WCAU

The Philadelphia Bulletin Station
CBS affiliate • 50,000 watts
Represented by CBS Radio Spot Sales

front office

R. W. WELPOTT and WILLIAM J. PURCELL named manager of station operations and manager of engineering respectively for General Electric Co.'s AM, FM, TV and international broadcast outlets with headquarters in Schenectady, N. Y.

FRANK V. WEBB, general manager, KFH Wichita, Kan., elected to board of directors and named vice president-general manager of corporation and secretary-treasurer of wholly owned subsidiary, KFH Building Co.

Mr. Webb

HUDSON ELDRIDGE, manager, WASH (FM) Washington and Continental FM Network, resigns both posts to enter insurance business in Chatham, Mass., succeeded by RAY WILSON, senior account executive, WGMS Washington.

JAMES BAKER, promotion manager, WTRY Troy, N. Y., promoted to sales staff.

GORDON A. WINTER, St. John's, Newfoundland, businessman, and ROY J. FRY, Winnipeg department store executive, added to board of governors of Canadian Broadcasting Corp.

JIM CONLEY, commercial manager, WSHB Stillwater, Minn., to Bolling Co., Chicago, station representative firm.

CARL HILL joins KBIG Avalon, Calif., as account executive in charge of office in Wilton Hotel, Long Beach.

JOHN G. PONIC to local sales staff, WBBM Chicago.

DEVNEY & Co., N. Y., radio-TV station representatives, opens office at 360 N. Michigan Ave., Chicago.

PAN AMERICAN BROADCASTING Co., N. Y., international sales representative firm, appointed by WNEL San Juan, Puerto Rico.

DAVID T. HARRIS, sales staff, KFBK Sacramento, to KWG Stockton, Calif., as manager, succeeding HOWARD L. BAILEY.

H. PHILLIP DEXHEIMER, display advertising staff, *Los Angeles Examiner*, to Hollywood headquarters, KBIG Avalon, Calif., as account executive.

GORDON C. PENTZ, assistant manager of KWBE Beatrice, Neb., promoted to general manager. BILL BOYCE, staff announcer, elevated to assistant sales manager.

CHARLES S. STERRITT, director of audio and visual office of public relations, American National Red Cross, named Detroit sales manager of CBS Television Network.

Mr. Sterritt

TERRY LEE, sales manager, WFAA-TV Dallas, promoted to assistant station manager.

DONN R. COLEE, commercial manager, WLOF Orlando, Fla., appointed acting manager succeeding J. ALLEN BROWN [B•T, April 28].

H-R REPRESENTATIVES, N. Y., appointed by WELI New Haven, Conn.

JOHN TREGALE, All Canada Radio Facilities Ltd. Toronto, and NORM BROWN, Radio Time Sales Ltd., that city, to sales advisory committee of CAB for station representative firms.

ARTHUR H. BECKWITH, commercial manager, WLAN Lancaster, Pa. to WAKE Greenville, S. C., as general manager.

Personals . . .

DONN TATUM, director of television, ABC Western Division, elected to board of directors, Los Angeles Better Business Bureau. . . . WILLIAM J. BEATON, vice president-general manager, KWKW Pasadena, named president, Catholic Press Council of Southern California. . . . JAMES R. CURTIS, president of KFRO Longview, Tex., elected president of city's Lions Club. . . .

J. B. CONLEY, manager of KEX Portland, Ore., awarded citation by Veterans of Foreign Wars on behalf of station's cooperation with group's radio endeavors. . . . JOHN HILL, salesman, WLS Chicago, and ALVARITA SMITH, former receptionist there, announce recent marriage. . . . HARRY FOLTS, general manager, WINS New York, hospitalized for two weeks after undergoing minor surgery. . . .

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 – An average of 2.4 radios per TV home.

2 – 61 radios purchased *after* the homes had television.

3 – Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR SYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

C OF C MEETING

Group Protests Seizure

STRONG stand against seizure of property by the President was taken last week by 40th annual meeting of the U. S. Chamber of Commerce, held in Washington. President Truman previously had implied he could seize newspapers and radio stations if he felt this would be in the best interest of the country [B•T, April 21], drawing a storm of protest.

The U. S. Chamber contended the President's seizure of the steel industry "violates fundamental Constitutional guarantees designed to protect every citizen's right to private ownership of property."

The Chamber added, "Not to challenge this action is to condone assumption by the executive branch of government of powers which can nullify the American concept of due process of law. To seek justification for such an act in a vague theory of inherent executive power is to foster a compromise of principles that long have stood as the foundation of American justice and liberty."

D. A. Hulcy, retiring president, lauded the April 29 decision of Judge David A. Pine of the U. S. District Court, District of Columbia, holding the President had seized the steel mills illegally.

Another Chamber declaration reaffirmed the position that all administrative agencies should be required to keep the public fully informed as to their structure, functions and actions.

AFCCE ELECTIONS

McNary Voted President

NEW officers of the Assn. of Federal Communications Consulting Engineers, announced in Washington last week, are James C. McNary, president; Frank G. Kear, vice president; Frank H. McIntosh, secretary, and T. A. M. Craven, treasurer. Mr. McNary succeeds George C. Davis as president.

Mr. McNary

New members of the executive committee are Millard M. Garrison and Stuart L. Bailey. They replace Everett L. Dillard and Lester H. Carr. Remaining members of the executive committee are John Creutz and Ronald H. Culver.

SETTEL NAMED

Gets 'Voice' Post

ARTHUR SETTEL, public relations chief for the Office of the High Commissioner in Germany (HICOG), has been named to head overseas program information and promotion for the State Dept.'s Voice of America, it was announced last week. He will headquarter in the office of International Broadcasting Services in New York City.

Mr. Settel served as HICOG public relations director after a tenure as information chief for the Economic Information Office under William H. Draper Jr., former U. S. economic advisor.

"Look, Pop... *all Gold stars*"

"Was I proud of the kid! And glad those gold stars weren't red stars.

"Y'see, my youngster's growing up in a country where we teach our kids decent things. Like respect for the other fellow's views. Like fair play and truth. Like government of, by and for us people. In schools, churches and homes we teach them the Golden Rule.

"But take those countries the commies run. Over there, they teach *their* kids things like mass marching . . . propaganda . . . religion-hating. Like spying on their parents. A very nice lot of juniorskis they're raising . . . I *don't* think.

"Our history books are full of the Freedom of worship, speech, press and all that. Our kids learn it early. *But maybe that's the trouble!* They forget to appreciate Freedom when they grow up . . . to keep interested in it . . . to stand up for it. And I'll admit I'm guilty myself about keeping an eye on Freedom . . . always expecting 'George' to do it.

"Instead I should get what they call 'active'. You know, attend town meetings and forums. Read up on what's what abroad *and at home*. Learn to tell home-bred socialism from honest legislation. Learn to squawk bloody murder when I see our tax dollars being spent foolishly or hear about corruption by public officials. Talk over important issues with my friends, neighbors and the men I work with down at Republic. Listen to *both* sides carefully before I vote, instead of the candidates that make vague big promises. And tell off any loudmouth that runs down another race or religion.

"Why let 'George' do it? After all, *'George'* isn't Junior's old man . . . *I* am!"

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

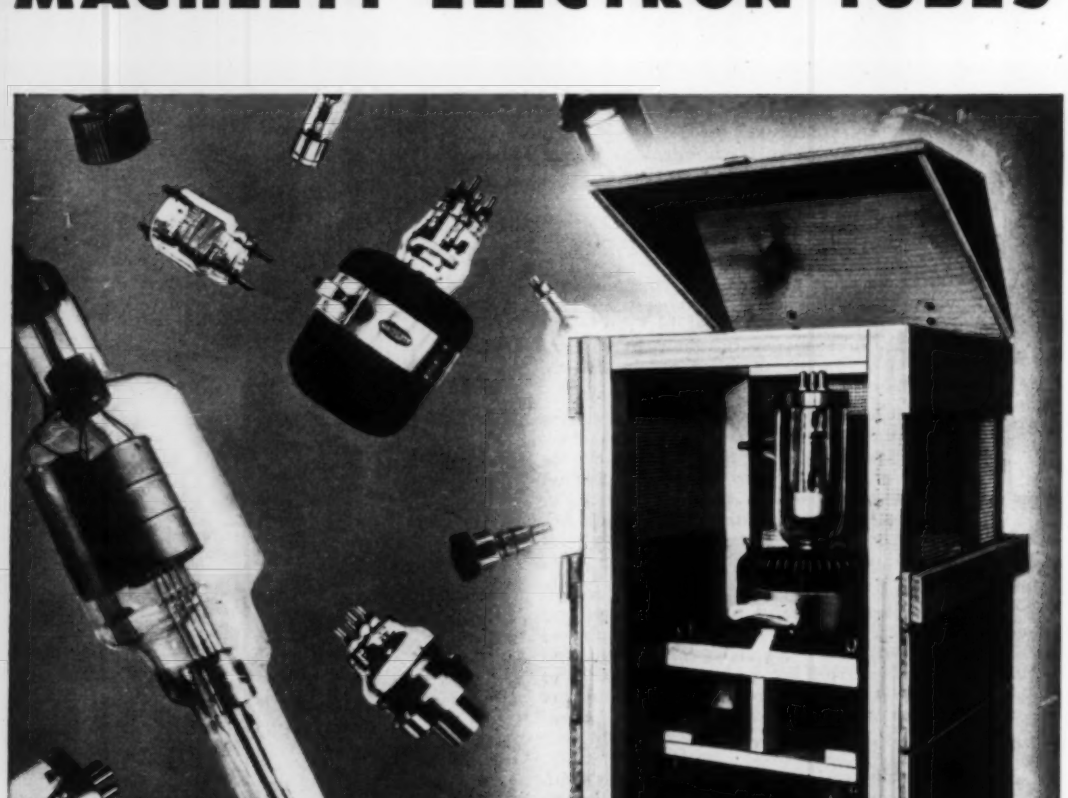
REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose magnificent hospitals are justly famous throughout the world. *Through Hospitals, Republic serves America.* Many thousands of tons of Republic ENDURO Stainless Steel are helping these institutions of mercy maintain highest sanitation standards . . . in operating rooms and laboratories, in instruments, sterilizers, incubators, therapy tanks, wheeled beds, food preparation and serving equipment . . . and in structural applications such as walls, doors, sunshades and guard rails. Steel—and plenty of it—is a mighty weapon in the relentless fight against sickness and disease. Republic is proud to be part of that fight!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

GraybaR RECOMMENDS
MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill – you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

238-15

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Our Respects to

(Continued from page 52)

in civic affairs in Des Moines. He has been chairman of the board of trustees for Drake U. since 1940 and also has served as a trustee for the Des Moines Home for the Aged. He is past president of the Greater Des Moines Committee and regional director and vice president of the National Assn. of Manufacturers.

Currently he serves as a director of the following companies: Northwestern Bell Telephone Co., Omaha; Chicago and North Western Railway System, Chicago; National Assn. of Magazine Publishers, New York; Magazine Advertising Bureau, New York; Allis-Chalmers Mfg. Co., Milwaukee, and Central Life Assurance Society, Des Moines.

Mr. Bohen married the former Mildred M. Meredith in 1919. They have a daughter and two grandchildren.

KPRC CENTER
Will Cost $400,000

THE HOUSTON Post Co., licensee of KPRC-AM-FM-TV Houston, last week announced plans for a new $400,000 TV-Radio Center.

It is expected that the new building will be completed within five months. Herbert Voelcker & Assoc. was listed as architect. E. Lee Bond, Contractor Inc., will reportedly do the actual construction.

Final plans for the building are the results of seven months of planning by Jack Harris, vice president of the Houston Post Co., in charge of KPRC-AM-TV; Paul Huhndorff, KPRC-TV chief engineer; Bert Mitchell, KPRC-TV program director, and Harvey Wheeler, KPRC technical director, all of whom cooperated with the architects.

Announcement of building plans was made by former Gov. W. P. Hobby, president of the Houston Post Co., in a special Sunday supplement of *The Houston Post*.

GROUP TRAINING
CREI Broadens Program

CAPITOL Radio Engineering Institute, on the occasion of its 25th anniversary, last week announced the broadening of its program of Group Training for Industry. As described by E. H. Rietzke, CREI founder-president, the group training can be tailored to individual company needs at a special low cost.

CREI has published a brochure, describing in detail the group training program. This brochure is available on request to the Institute, 3224 16th St., N.W., Washington 10, D. C.

ELECTION coverage for Crosley stations WLW and WLWT (TV) Cincinnati has been expanded to include the attitude of Great Britain. Vincent Evans, Crosley London correspondent, has made the first of a series from that country.

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . **manufactured by**—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

air-casters

MARILYN KAEMMERLE, associate director of mass communications, National Conference of Christians and Jews, appointed supervisor for religious broadcasts for NBC New York's radio public affairs and education department. **DORIS CORWITH** named network's supervisor of talks and radio public affairs.

LARRY PRIBYL, news director, KWBE Beatrice, Neb., appointed business manager-program director.

CHARLES JOFFE joins WTRY Troy, N. Y., as promotion manager.

ANNE DAVIS, WJXN Jackson, Miss., appointed state representative to National Assn. of Women in Radio and Television.

SHELDON N. DODDS appointed to advertising staff at WMRN Marion, Ohio.

JOE S. MAGGIO, Howard G. Mayer-Dale O'Brien, L. A., public relations firm, named assistant to **C. MERWIN TRAVIS**, sales promotion manager, ABC Western Division.

SAM GIFFORD, WHAS-TV Louisville, Ky., appointed program director of WHAS-AM.

Mr. Gifford

PAT BOYETT appointed chief announcer at KEYL (TV) San Antonio.

JEAN KIMBROUGH, continuity staff, KAMQ Amarillo, Tex., to KENT Shreveport, La., in same capacity. **BILL CORRINGTON** joins latter station as music librarian.

MARY HOLT, WSRS Cleveland, named one of nation's top disc jockeys by *Color* magazine.

GEORGE BALL, newsman, WHIL Hempstead, L. I., appointed director of public affairs.

PETER BOGHOSIN joins KCBS San Francisco apprentice staff.

LYNN MORROW, WTVJ (TV) Miami, awarded plaque by Miami Beach Hotel Assn. for work as moderator of *Law of the Land*, selected by group as "outstanding television public service show of the year."

JERRY HAYNES, KTRH Houston, Tex., to WFAA-TV Dallas, as announcer.

F. TURNER COOKE, program manager, WMAS-AM-FM Springfield, Mass., recalled to active duty as commander in U. S. Navy.

MARY ELY, copywriter, WTWN St. Johnsbury, Vt., to WMTR Morristown, N. J., as traffic manager.

NANCY CRAIG, WJZ-TV New York's woman commentator, received special American Society for Prevention of Cruelty to Animals award on her telecast last Wednesday.

KATE SMITH, NBC-TV star, awarded plaque by American Cancer Society for "noteworthy and distinguished service in behalf of the cancer control program."

JAY WATSON appointed program director at WFAA-TV Dallas, succeeding **LAWRENCE E. DuPONT** who resigns to devote full time to writing for radio-TV.

RUTH WELLES, KYW Philadelphia women's commentator, presented Headliner Award by city's chapter of Theta Sigma Phi for "outstanding work in field of radio journalism."

WILLIAM HINDMAN, special events staff, WCOL Columbus, to announcing staff, WLWC (TV) that city.

Mr. Hindman

McDOWELL K. STARKEY, continuity editor, KWFT Wichita Falls, Tex., to KTUR Turlock, Calif., in same capacity.

RALPH R. CONNER, former news director, KVOR Colorado Springs, returns to station as director of public affairs.

CHARLES KELLY, program director, WMAL-AM-TV Washington, awarded certificate of appreciation by Boys' Clubs of America for service to that group.

BILL WRITE added to WIP Philadelphia announcing staff for summer months. **BERT BARER**, WOLF and WSYR-TV Syracuse, joins WIP announcing staff.

BILL NESS, graduate of Northwest Broadcasting School, Portland, Ore., to KMCM McMinnville, Ore. Other graduates recently placed in radio are: **PERC McKISSEN**, KWRC Pendleton, Ore.; **CHARLES MILAM**, KYJC Medford, Ore.; **WALLACE COOPER**, KFIR North Bend, Ore.; **FLOYD NICHOLSON**, KWRO Coquille, Ore.; **HAROLD HOWARD**, KSIL Silver City, N. M., and **JACK HYMROD**, KPKW Pasco, Wash.

JIM WELLS, KRLD Dallas, to KEYL (TV) San Antonio, as production manager.

JIMMY CAPPS, WPTF Raleigh, N. C., father of girl, Jane, April 23. **SAM BEARD**, station staffer, father of boy, Samuel, April 21.

ED VIEHMAN, senior producer, WCCO Minneapolis-St. Paul, father of boy, Thomas Patrick, April 22.

LENORE ALOE, WWDC Washington, and James T. Haight were married April 26.

RUTH BEATTIE, secretary of CAB Toronto, and James Murdock were married April 15.

News . . .

JIM BORMANN, news and public affairs director, WCCO Minneapolis-St. Paul, and president of National Assn. of Radio News Directors, received award from Minnesota Junior Chamber of Commerce for "distinguished public and community service."

CHARLES SHAW, WCAU Philadelphia news analyst and CBS correspondent in that city, appointed news director, WCAU-AM-FM-TV.

BRUCE ANDERSON, WCCO Minneapolis-St. Paul news writer, father of boy, Stewart Fraser, April 13.

FOLSOM SCHOLARSHIP

Set up at Notre Dame

"FRANK M. FOLSOM Scholarship," providing an annual grant of $800, has been established at the U. of Notre Dame for undergraduate students majoring in pure science or engineering, Dr. Charles B. Jolliffe, RCA vice president and technical director, announced last week.

For several years, Mr. Folsom has served as trustee and board member of several colleges and universities, and, specifically, as a member of Notre Dame's Advisory Council for Science and Engineering. Candidates competing for the Folsom Scholarship will be selected by Notre Dame officials and recommended to the RCA education committee for consideration, with the first recipient to be named during the fall of 1952.

Other competitive RCA scholarships will be offered additionally to outstanding undergraduate science students at 17 universities throughout the U. S.

KGW

THE *People's Choice** IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

RAYTHEON MEET
Electronic Devices Shown

ELECTRONIC robots and "Reflection Plotters" that add "memory to the magic eye of radar," were among new electronic devices exhibited at the 1952 Sales and Service Conference conducted by Raytheon Mfg. Co., Waltham, Mass., at the Hotel Commander, Cambridge, Mass., April 21-23.

Among other electronic inventions revealed at the conference:

The "Fathometer," an echo-depth sounder for navigators, and the Raytheon "Weldpower" resistance welder which, operating on the principle of "stored energy," makes possible successful production welding of ferrous, non-ferrous and dissimilar metals.

D. R. Hull, vice president and general manager of Raytheon Equipment Div., stressed that "applying electronics to industrial problems" is an important part of firm's activities.

WE Workers Return

BROADCASTERS have relaxed their concern about possibly limited remote pickups as Western Electric Co.'s 10,000 telephone equipment installers settled for an average 14.1 cents an hour pay increase and returned to their jobs April 21. The strike, which had threatened telephone service in 43 states, resulted in little, if any, dislocation of broadcast facilities.

allied arts

J. E. KELLEY, J. J. KEARNEY, G. R. VANCE, HAROLD BEAN and **G. E. DITTMAN**, all renewal salesmen of RCA's tube department who scored highest sales records in 1951, named directors of Great Circle Club, company organization formed to recognize sales achievement.

THOMAS J. HODGENS, temporary vice president-general manager of New York branch of Admiral Corp., returns May 1 to permanent post of vice president-general manager of Boston office.

FRED ABRAMS, general manager of parts sales, Emerson Radio & Phonograph Corp., N. Y., appointed assistant to treasurer replaced by **FLOYD MAKSTEIN**, manager of company's field engineering group.

SAM KAPLAN, vice president-controller, Zenith Radio Corp., elected treasurer.

WILLIAM R. CAMPBELL, sales staff, Columbian Electrical Co., Kansas City, to Zenith Radio Corp., as regional sales manager in Midwest with headquarters in Kansas City.

FRED VOORHAAR, assistant manager of parts and accessory division, Zenith Radio Corp., Chicago, to Technical Appliance Corp., Sherburne, N. Y., as sales promotion manager.

ROBERT J. LEYKUM, supervisor of Majestic Radio & Television receiver plant, Brooklyn, appointed vice president in charge of manufacturing.

ALEXANDER W. GATES, former district representative, CBS-Columbia Inc., appointed sales representative for Tele King Corp. in Massachusetts, Rhode Island, Vermont, New Hampshire and 19 New York counties.

EDWARD J. KEATING, Western Electric and Ebasco Services, to Andrea Radio Corp., Long Island City, N. Y., as procurement coordinator. **PERCY SAUNDERSON** joins latter company as assistant purchasing agent. **M. J. McNICHOLAS**, assigned to procuring government contracts for Andrea, promoted to manager, special apparatus division.

RADIO CLUB OF AMERICA, N. Y., announces publication of "Survey of Radio-Frequency Transmission Lines and Wave Guides" by E. S. Winlund. Issued as Vol. 28, No. 2, book contains historical survey plus technical data from published articles between 1919 and 1936.

R. W. FORDYCE, general sales manager, Bendix radio, television and broadcast receiver division, Bendix Aviation Corp., Baltimore, resigns to enter distributing business in Miami where he will handle Bendix radio-TV line in southern Florida area.

Mr. Fordyce

R. L. WHITNER Co., Allentown, Pa., appointed distributor for Bendix radio-TV, products of Bendix Aviation Corp., Baltimore.

ADVERTEST RESEARCH moves New Brunswick, N. J. office to 90 Bayard St. Telephone is Charter 7-1564.

GLADYS AUSTEN and **ED LINDNER**, Film Features Assoc., form radio package firm, Ram Productions, 661 West End Ave., N. Y.

STANLEY BERGERMAN, Jaffe Agency, Beverly Hills talent agency, to reopen own office as TV producer-packager under name of **STANLEY BERGERMAN & Co.**, 141 El Camino Dr., same city.

GRAYBAR ELECTRIC Co., Chicago, appoints Central Television Service, that city, as official service organization for Hoffman TV sets in Chicago area.

FRANK SAMUELS, West Coast radio-TV manager, William Morris Agency, Beverly Hills, named 1952 radio-TV chairman for United Cerebral Palsy fund.

Equipment . . .

RCA VICTOR, Camden, N. J., announces new and improved type of three speed record player designed to provide in single turntable quality reproduction from records of all three established revolving speeds. Models are 2JS1, 2ES3, 2ES38 and 2US7. Shipment to distributors is scheduled in May.

AMPEX ELECTRIC Corp., Redwood City, Calif., announces new type console for audio magnetic recording in medium price market. Unit includes all push button control, built in microphone pre-amplifier and newly styled cabinet giving full interior accessibility.

GENERAL ELECTRIC Co.'s special products division, Schenectady, N. Y., announces production of portable surface-resistance indicator designed to help produce better resistance welding bond by providing rapid and accurate measurement of resistance between pieces of metal to be welded.

ALTEC LANSING Corp., Beverly Hills, announces production of 230 B and 250 A consoles. Former is designed for two-studio station use, public address and recording installations. Latter features high quality control in AM, FM and TV broadcasting. Unit has miniature plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies.

SPRAGUE ELECTRIC Co.'s Herkimer division, North Adams, Mass., announces availability of new precision metal-encased tubular ceramic capacitor. Type B20, B21, B22 and B23 capacitors extend capacitance range available to circuit designers in close-accuracy ceramic capacitors at rated voltage of 500, 1000 and 1500 volts dc.

ALDEN ELECTRONIC and IMPULSE RECORDING EQUIPMENT Co., Westboro, Mass., announces production of pocket size recorder made up of magazine and driving units. Magazine is self contained unit consisting of recording electrodes, timing switch and 8 day supply of paper. Driving unit contains synchronous motor with pinion gear to engage and drive one paper reel.

GENERAL ELECTRIC Co., Syracuse, announces production of air-cooled 5 kw VHF television transmitter for channels 7 through 13. Units available for shipment in June.

WARD PRODUCTS Corp., Cleveland, has released new catalog giving complete specifications on Model SPPC-6B describing special mobile antenna used to eliminate frequent breakage that occurs when antennas for 30-50 mc bands are mounted on high vehicles.

Technical . . .

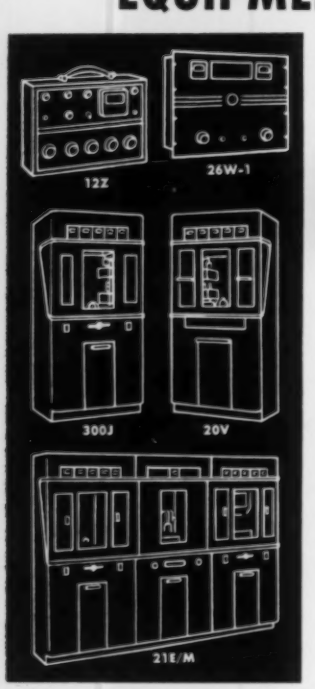
FRANK DELLE, chief engineer, WFAI Fayetteville, N. C., to engineering staff, CBS Radio, New York.

GEORGE KRUTILEK appointed technical supervisor at WFAA-TV Dallas, succeeding **CARLOS DODD** who resigns to become regional communications officer for Civil Defense Administration.

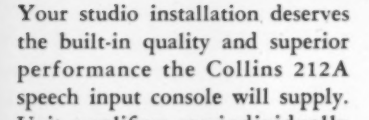
J. P. GILMORE, CBC, Vancouver, appointed assistant coordinator of engineering projects at CBC engineering headquarters, Montreal.

ALTON TRIPP, studio engineer supervisor, WPTF Raleigh, N. C., father of boy, David, April 18.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1937 Irving Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE

REACHES 93,217 RADIO FAMILIES
WEOK POUGHKEEPSIE
REPRESENTED BY EVERETT McKINNEY, INC

AIR RAID TEST

N. J. Stations Take Part

NEW JERSEY's 20 commercial radio stations, linked together in a civil defense network, were completely successful in broadcasting instructions and other data in a state-wide air raid test, described as the nation's first, last Tuesday, CD officials reported.

Originating station for the network broadcast in "Operation New Jersey" was WAAT Newark. Fred Weber, owner of WFPG Atlantic City, is radio-TV director for the New Jersey CD network. He reported that all of the state's 20 commercial AM stations relayed the quarter-hour official broadcast.

Immediately after the all-clear sirens sounded, WNJR Newark broadcast a half-hour pickup from the control center, with News Editor Tom Costigan interviewing Gov. Alfred E. Driscoll and state civil defense director, Leonard Dreyfuss, who read reports as they were received from points throughout the state, describing local results of the test.

KHQ NEWSBEAT

Foretold Eisenhower Shift

KHQ Spokane is claiming a 3½-month newsbeat on the appointments of Gen. Matthew Ridgway to succeed Gen. Dwight Eisenhower as Allied commander in Europe, and of Gen. Mark Clark to replace Gen. Ridgway.

Tall Tripp, KHQ news director, and Robert Wesson, KHQ program director, attested that on Jan. 19, 1952, KHQ broadcast the following information:

"The KHQ news bureau learned tonight that should Gen. Eisenhower resign his command to seek the Republican Presidential nomination, he will be succeeded as NATO commander by General Matthew Ridgway. A Pentagon official, close to the joint chiefs of staff, also told the KHQ news bureau that the Pentagon is still undecided as to whether Gen. Mark Clark or Gen. Maxwell Taylor will go to Japan to head SCAP in Tokyo."

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

BAIRD NAMED

Succeeds Maier at Pearson

ROBERT M. BAIRD, assistant commercial manager of KRLD-AM-FM-TV Dallas, last week was named manager of the Dallas office of John E. Pearson Co., station representative firm, effective today.

Mr. Baird

He succeeds H. W. Maier Jr., who resigned to join CBS Radio and Television Spot Sales in Memphis.

Mr. Baird formerly was manager of KTXL San Angelo, Tex. Previously, he was identified with KVOO Tulsa, KGGM Albuquerque, KOME Tulsa, WKZO Kalamazoo and KIXL Dallas.

The Pearson firm also announced last week that Juanita Irene Hall, formerly of Radio Representatives Inc., Chicago, had joined the Pearson staff in Chicago. She was appointed last fall to succeed Kay Fisher who resigned, but was forced by illness to delay assumption of her new duties. Her background includes service with radio stations and radio representative firms.

WFIL BONUS PLAN

Set for 2,300 Druggists

NEW merchandising plan has been put into effect by WFIL Philadelphia for 2,300 independent druggists who are members of the Philadelphia Assn. of Retail Druggists, and who account for 75% of the area drug market. Used are point-of-sale displays, direct mail promotion and weekly feature of one product in a telephone jackpot quiz contest on the *Skip Dawes* disc jockey show.

The plan is a bonus for advertisers who buy the equivalent of six one-minute spots weekly for 13 weeks, with participating druggists mentioned during the quiz show on a rotating basis.

CAB Plans Ad Study

A NEW STUDY by Pat Freeman, sales director of Canadian Assn. of Broadcasters, will list all radio and other advertising by some 400 national advertisers using radio in Canada, plus advertising by non-radio advertisers. Mr. Freeman expects the study to aid in determining radio sales figures next fall and determining TV's effect by fall of 1953 in Toronto and Montreal on Canadian national radio advertising.

NEW RCA broadcast transmitter is now in operation at the Bloomfield, Conn. transmitting plant of WDRC Hartford. New equipment replaces transmitter which has been in operation since 1934.

Ahead of Police

FAST coverage of a finance company robbery almost resulted in jail for Jack Dentz, newsman for WCTC New Brunswick, N. J. Acting on a 3:30 p.m. tipoff, Mr. Dentz grabbed a tape recorder, rushed to the finance company and interviewed the office manager even before the police arrived. The radio reporter, hurrying back to WCTC studios, was detained by police, suspicious of his rush, until he convinced them he was not involved in the crime.

RCA Vans for Indonesia

FIRST of 40 radio broadcasting vans built by RCA for Indonesia has been turned over to representatives of the Indonesian government in New York ceremonies. The mobile units are equipped with RCA 150-w transmitters and associated equipment.

CPN-KNX SALES

First Quarter Revenue Up

COLUMBIA Pacific Network regional and KNX Hollywood local sales increased in revenue during the first quarter of 1952 as compared with the same period in 1951, according to Edwin W. Buckalew, assistant general manager in charge of sales.

Locally KNX radio showed a gain of 24% from Jan. 1 through Mar. 31, 1952, over the same quarter last year. Columbia Pacific Network's first quarter sales figures for 1952 were 30.5% above last year's first quarter, Mr. Buckalew reported.

Otto L. Tiedeman

OTTO L. TIEDEMAN, 49, of the WBAL Baltimore sales staff, died April 26 following a heart attack. With WBAL since October 1949, Mr. Tiedeman was well-known in Washington and Baltimore advertising circles. He was a prominent Maryland yachtsman and a member of the Gibson Island (Md.) Club.

BOOST Your Sales In HANNIBALAND*

*HANNIBALAND—
the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

with KHMO

Give your sales a big boost—a shot in the arm—in the rich, midwestern farm area around Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa. You can do this for the *lowest* cost-per-listener, and with a guarantee to reach the rural and city buying power by using KHMO. This is true because the majority of the radio families living in Hannibaland* tune and stay tuned to KHMO. For proof and availabilities write, wire or phone KHMO or Pearson today.

KHMO = *satisfying results and service*

KHMO

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

5000 watts day ● 1000 watts at night

Peabody Winners

(Continued from page 28)

commended for an "extraordinary public service" in which the programs permitted the facts to "tell their own story, without benefit of artificial coloration." The series covered narcotics, dishonest sports "and other national maladies."

For "radio entertainment (non-musical)," an award was bestowed on NBC's Bob Elliot and Ray Goulding—*Bob and Ray*—as "the foremost satirists in radio." Their fare was described as "fast moving, deadly accurate, frequently outrageous and extremely funny." Their stock should rise "although this is their first year of network broadcasting," the citation said.

Teen-Age Program

KPOJ Portland "served its community well during 1951," another citation explained, "through various carefully conceived and well executed programs." As a result, a Peabody award went to the MBS affiliate for "meritorious local public service by radio." Cited were *Careers Unlimited*, for aiding teenagers. "Indicative of the high quality and social usefulness" of the program is the fact that it has been rebroadcast for two years over KBPS Portland, owned by the city's public schools.

Another example is *Civic Theatre of the Air*, designed to stimulate community interest in the city's Civic Theatre, a non-profit organization using amateur talent. There were "similar worthwhile enterprises," the citation added.

WSB Atlanta won a coveted dual honor of *The Pastor's Study* on WSB and *Our World Today* on WSB-TV—the "first time" Peabody handed out a joint radio-TV award on a regional basis. They were described as "typical" of WSB enterprise last year.

The Cox Radio-TV properties, licensed to the Atlanta Newspapers Inc. (Atlanta *Journal* and *Constitution*), have promoted "the best interests" of the city since the inception of each operation, the award noted. "These stations in 1951, as in previous years, gave a practical demonstration of how radio and television can complement each other in the public interest," it was pointed out.

WQXR New York's citation was issued for "radio youth programs," with a low bow also to Dorothy Gordon, their moderator; Iphigene Ochs Sulzberger, director of special activities for the *New York Times*, station licensee and the Liberty network, which rebroadcast the series on tape.

It was noted that the *Times Youth Forum* was aired not only locally but also in other major cities, "coast to coast and over trans - Atlantic facilities." The forum consists of student discussions on varied topics.

Alistair Cooke, U. S. correspondent for the *Manchester Guardian*, was recognized for his *Letter from America* via shortwave facilities of the BBC. Mr. Cooke's description of the American scene was labeled "delightful" and "penetrating." He was praised for contributing to international understanding by radio.

For Mr. Murrow, CBS' distinguished radio-TV commentator, the Peabody citation represented a notable catch—it meant he had followed up his 1950 *Hear It Now* accolade (citation for second place) with a greater honor for *See It Now*, the network's video counterpart.

CBS Television's *See It Now* was acclaimed for "television news and interpretation." Mr. Murrow's widely-acclaimed tele-documentary was adjudged as a "simple, lucid, intelligent analysis of top news stories" and cited for a "strikingly effective format for presenting news and personalities . . . with humor, sometimes with indignation, always with careful thought." The citation also commended Fred W. Friendly, co-producer of the series.

NBC received its honor for "television entertainment (music)" in the form of Gian Carlo Menotti's *Amahl and the Night Visitors*, first telecast last Christmas Eve. It was repeated on Easter Sunday. The citation noted the acclaim accorded the one-act opera and "its significance to television." As the first operatic work specifically commissioned for this medium, the work "is living proof that television can accommodate itself to greatness."

Fine Direction by Segal

ABC's *Celanese Theatre* productions were found to be accomplished with "fidelity, intelligence, and scrupulous regard for the intentions of the playwright . . . its direction by Alex Segal is among the finest on television." This series of American plays also drew an award—for "television entertainment."

Distinction in the "television educational programs" field was meted out to WCAU-TV Philadelphia for *What in the World*, presented by the U. of Pennsylvania and the University Museum over CBS-TV. Series was lauded for "the stimulating manner in which it brings noted scholars . . . to the television screen for a delightfully entertaining and informal display of their learning." Added the citation: ". . . superb blending of the academic and the entertaining."

There were no special awards for 1951, nor for children's programs as such. Entries are submitted by individual stations, networks, newspaper and magazine editors, listener groups and other organizations. The board also takes cognizance of recommendations by its "listening-post committee."

Greatest stir among acceptance speeches, limited for broadcast requirements, was made by Mr. Menotti. After expressing his gratitude for the freedom and opportunity allotted him in composing his TV opera, he said he regretted the intrusion of commercials in the middle of some programs, and blandly proposed his own personal boycott of products whose commercials "interrupt artistic achievements." While his audience gasped, he suggested it might mean his missing quite a few mild cigarettes.

The composer emphasized that it is up to audiences to fight for better programming, and quoted George Bernard Shaw's remark that if they do not fight to get what they deserve, they might deserve what they get.

Referring to recent bans on broadcasting congressional hearings and noting that the press has been a more aggressive defender of news freedom than broadcasters have been, Mr. Murrow said a threatening danger is that television might become too complacent. Television, he emphasized, is no intrusion to news and, to maintain its effectiveness, must not limit itself to the sponsor's investment, but should assert its own integrity and build its own ingenuity.

'Auditory Wall Paper'

American radio listening is a sort of "auditory wall paper," according to Mr. Cooke, whose acceptance noted differences between American and British broadcasting systems. American and British audiences. It is not similarities but dissimilarities—and the understanding of and respect for them—that often make friendships meaningful, he said.

In his survey of television's immediate future, Mr. Weeks anticipated the presentation of good Hollywood pictures on the air and repeats of the better programs to provide continuous and high level consumption. Bowing to extensive plans for coverage of national political conventions this summer, he hoped the issues would be "fairly fought" on television.

Members of the Peabody National Advisory Board are:

Edward Weeks, Editor, *Atlantic Monthly*, Boston, chairman; Mrs. Elizabeth Ames, executive director, "Yaddo," Saratoga Springs, N. Y.; John H. Benson, chairman, Committee on Consumer Relations in Advertising, N. Y. C.; Bennett A. Cerf, president, Random House, Inc., N. Y. C.; John Crosby, radio columnist, *New York Herald Tribune*; Mark Ethridge, publisher, *Louisville* (Ky.) *Courier-Journal* and *Times*; Earl J. Glade, Mayor, Salt Lake City, Utah; Philip Hamburger, television writer, *The New Yorker*; Joseph Henry Jackson, literary editor, *San Francisco* (Calif.) *Chronicle*; Waldemar Kaempffert, science editor, *New York Times*; Mrs. Dorothy Lewis, Coordinator, U. S. Station Relations, United Nations; Ralph McGill, Editor, *Atlanta Constitution*; Paul Porter, former chairman, FCC, Washington, D. C.; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Harmon W. Caldwell, chancellor, University System of Georgia, Atlanta, ex-officio, and John E. Drewry, Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, ex-officio.

EDITION of 1952 Publicity Directory has been published by Publicity Adv., Kalamazoo, Mich. Book contains names of over 2,000 consumer, farm and business trade publications which accept free publicity on new products, books, literature and new methods and services.

"The Yanks are coming" over WINS right now—every day, at home and away.
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost!
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

AWARDS luncheon of Virginia Associated Press Broadcasters brought together this foursome at Washington's National Press Club fortnight ago. Standing (l) Tony Vacarro, AP White House correspondent, who was principal luncheon speaker, and Fred L. Hart, general manager, WLPM Suffolk, VAPB president; seated (l) Frank H. Fuller, AP Richmond, Va., bureau chief, VAPB secretary, and Maynard Dillaber, news director, WMVA Martinsville. Mr. Dillaber succeeded Mr. Hart as VAPB president [B•T, April 28].

WABB ASSAULT CASE

Verdict Is Returned

J. ED TAIT, 43-year-old former official of an AFL motion picture operators' labor union, was convicted April 23 of a charge of conspiring to assault a radio technician during a strike against WABB Mobile, Ala., in January 1950 [B•T, Jan. 23, 1950], according to reports from the station.

Mr. Tait was fined $450 and given a 60-day suspended jail sentence, WABB said. He immediately appealed the verdict and was released on bond. A grand jury indictment accused Mr. Tait of conspiring with four other persons to assault Dean Durham, former WABB radio technician. The remaining four persons still face trial, it was further reported.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

FLOOD WORK

More Stations Report

FURTHER details on flood coverage and fund-raising for flood relief were reported last week with several more stations recording their services during the emergency [B•T, April 21, 28].

WCCO Minneapolis-St. Paul climaxed its Mississippi-Minnesota Rivers flood coverage with an *Emergency Call* program April 15 featuring a distress call by Gov. C. Elmer Anderson who reported on President Truman's allocation of $100,000 in emergency funds for flood relief.

Staffers of KGCU Mandan, N. D., broadcast messages of the Missouri River flood until their transmitter was inundated, then relayed their flood information to KGCU's rival station, KFYR Bismarck. The Bismarck station, after covering the flood, started a fund-raising campaign which brought donations of $9,000.

Omaha stations KMTV (TV), KBON, KFAB and KOWH helped raise $10,674 for three relief agencies, Red Cross, Salvation Army and Volunteers of America. All Omaha-Council Bluffs stations were cited by the National Assn. of Radio News Directors board of directors for their flood work.

WOL Washington reported Mike Hunnicutt raised $300 to $400 for the Red Cross for flood aid during his all-night program April 26.

Nebraska Nominations

NEBRASKA's 23 radio and two TV stations have been nominated for the Ark-Sar-Ben Good Neighbor Award for service rendered in time of disaster. Sam W. Reynolds, civil defense director for Omaha and Douglas County, made the nominations. The award is given annually to the individual or organization making greatest contribution to welfare of the state.

HOBSON SINKING

WCSC Gives Full Coverage

SINKING of the *USS Hobson* was given unprecedented airing over WCSC Charleston, S. C., as a public service to the large Navy family at the naval installation in that city, many of whom knew and were concerned about the *Hobson's* personnel.

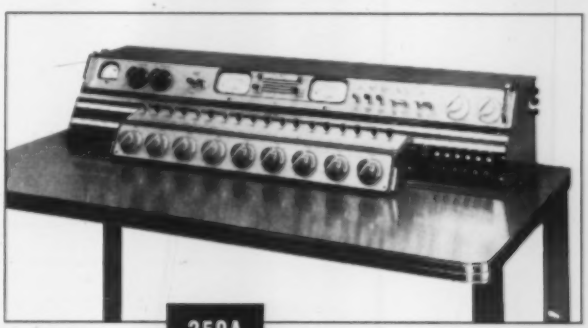
At 12:30 p.m. April 27, the first unconfirmed bulletin was aired.

The confirmed story of the *Hobson* collision with the carrier *Wasp* was broadcast over WCSC at 1 p.m. Throughout the day, WCSC played the story to the hilt with bulletins and special interviews with naval authorities. At 7:38 p.m., WCSC interrupted the *Amos 'n' Andy* show to broadcast the list of survivors.

WCSC said that other Charleston stations also interrupted their regular schedules to air the latest Hobson developments.

WITH EFFICIENT NEW ALTEC CONSOLES

The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and *completely* self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.



250A console For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝"x4¼"x9". The line amplifiers and power supplies are 2⅜"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs
4 utility inputs (mix 4 simultaneously)
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)

230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC LANSING CORPORATION

Distributed by Graybar

9356 Santa Monica Blvd., Beverly Hills, Calif.

161 Sixth Avenue, New York 13, New York

ONTARIO OUTLETS

Fight Copyright Issue

TEN Canadian small-market stations have filed in Ontario Supreme Court to stop collection of copyright fees by the Composers, Authors, Publishers Assn. of Canada (CAPAC). Ontario stations took the action following a two-day meeting of the Canadian Assn. of Broadcasters' Toronto Board of Directors.

CAPAC sought to collect copyright fees on a percentage basis under a new revenue ruling set by the Canadian Copyright Appeal Board at Ottawa. The association was empowered by the board to inspect station books and determine a gross revenue figure on which to base fees for a fiscal year [B•T, April 21].

The 10 stations cite their inability to predetermine what their gross revenue will be for the year on Jan. 1 of that year as provided in the revenue ruling by the board.

They also maintain CAPAC should not collect on percentage of a station's gross revenue, since that revenue is derived only in part from use of CAPAC music. The stations already have stopped playing CAPAC music and plan to use only BMI Canada Ltd. and public domain music.

Virtually all Canadian stations are supporting the CAB board stand on the copyright tangle. Stations filing in court action are: CHML and CKOC Hamilton, CKBB Barrie, CJBQ Belleville, CKLB Oshawa, CJOY Guelph, CKFI Fort Frances, CFOS Owen Sound, CKTB St. Catherines and CFOR Orilla.

WRITERS' STRIKE

Would Hit Network Shows

SUCH sponsors as Piel's Beer, Shell Oil, Bayer Aspirin, Metropolitan Life Insurance and Sanka Coffee will be affected when Radio Writers Guild calls a strike of its news and continuity writers, it was indicated last week when the guild announced that more than 100 individual shows would be hit by a walkout of continuity writers.

Services of news writers and editors would be withdrawn from an additional total of 27 broadcast hours per week, with another 14 hours of sustaining news shows also to be affected. RWG figures exclude both radio and TV shows authored by freelance writers, who are expected to join the strike proposed against NBC, CBS and ABC.

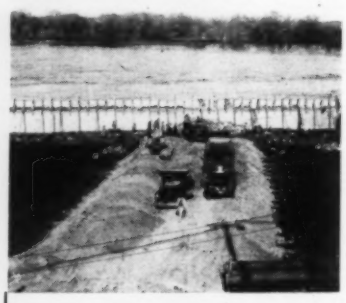
Union spokesmen also announced the dropping of the guild request for national negotiations, a major issue in its pay dispute for news and continuity authors.

NET earnings of $1,515,506, equal to 79 cents per share, by Admiral Corp., were announced last week by Ross D. Siragusa, president, on first quarter sales of $43,970,356 compared to $2,403,344, or $1.25 per share for same period in 1951.

KMTV-KMA Present Top Coverage of Flood Crisis!

Here's the greatest story of disaster coverage ever to come out of the Midwest. KMTV-Omaha and KMA-Shenandoah, Iowa, operating separately, presented to their audiences, outstanding TV and Radio coverage of the Missouri River Flood.

KMTV, Omaha, with 3 on-the-spot remote CBS-TV telecasts from danger areas, kept viewers up to date on flood happenings. Four motion picture cameras were working round the clock to record the epic-making struggle against the "Mad Missouri." Three daily news telecasts plus many "special events" programs, gave KMTV top flood coverage in the metropolitan Omaha area.



KMA, Shenandoah, Iowa, performed extra-heavy duties during the flood emergency. KMA's staff reported conditions in hundreds of square miles of non-metropolitan areas which were not served by local radio stations or daily newspapers. KMA's news and special events men maintained a 24-hour emergency broadcast and warning system for residents of the flood-stricken area.

Once again, the people in these areas who rely on KMTV and KMA for the Best in news and entertainment, received the most complete emergency coverage possible.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

KTRH COVERS 'EXERCISE LONGHORN'

Uses Full-Time Staff in Field for Daily Reports

COMMENDATIONS have gone to KTRH Houston from the Army for its full-time and competent coverage of "Exercise Longhorn," huge joint Army-Air Force maneuvers held from March 18-April 11.

The gigantic military exercise was also an all-out "Operation Broadcasting" for the independent Texas station which devoted 7½ hours of air time and some 1,000 man-hours to broadcast daily coverage of the Texas-staged event. Other independent Texas stations covering the exercise included KTEM Temple and WACO Waco, the latter originating for Liberty Broadcasting System.

KTRH maintained a full-time crew to cover the exercise involving 110,000 men, set up to simulate an invasion by an aggressor nation from Corpus Christi after it presumably had invaded and taken South America and Cuba and had driven a wedge from Corpus Christi through Texas to the town of Lampasas.

Covering all phases of the maneuvers with Fort Hood as its base of operations, the KTRH special events crew of six men included Tom Jacobs, program director; Corwin Riddell, news director; Jim Ross of the news and special events staff; Jack Drake of the news staff; Julius Smith, assistant chief engineer, and Jim Byrd, engineer. Daily roundups were broadcast over remote wire.

Pre-Exercise Pickup

Stressing interpretation and documentation, KTRH presented its first broadcast March 19 after conferences with military personnel in San Antonio. The broadcast included explanations of the military situation by Lt. Gen. William Hoge, Fourth Army commander and director of Exercise Longhorn, and Maj. Gen. Edward J. Timberlake of the Ninth Air Force.

Mr. Drake broadcast on-the-scene interviews from the first plane carrying men into the battle area and flew in with the 31st Dixie Division's 8,000-man air lift, interviewing the paratroopers.

Mr. Smith, who doubled as newsman and engineer, and Mr. Drake broadcast to listeners the actual sound of battle after they ventured into no man's land to record the action. KTRH also secured an exclusive interview with Army Secretary Frank Pace Jr.

KTRH also gave Texans a documentary broadcast of the occupation of Lampasas, including the speech of aggressor Gen. Charles D. W. Canham, commander of the 82nd Airborne Division, who posed as "Gen. Gustav Muller" of the Aggressor Army.

Lt. Bob Mackall, former WFMJ Youngstown, Ohio, program director, now radio-television-newsreel officer for the public information office of the Fourth Army in San Antonio, cited KTRH's coverage of the exercise. The station worked in co-operation with Lt. Mackall and Lt. Col. John J. Kelly, public information officer for Maneuver Direction Headquarters.

KTRH broadcast the final critique April 11 with talks by top Army and Air Force officers to the 500 unit leaders of the operation.

Mr. Smith drove more than 700 miles in five days getting interviews on recorders and transporting them back as far as 100 miles to Fort Hood for broadcast. In-the-field broadcasts were made by portable tape recorders, then edited into documentary style. Several special bulletins were presented by direct tape feeds. Other special equipment included gasoline-driven motor generators and equipment for converting 24-volt direct current.

Col. Alvin E. Hebert (l) of Maneuver Direction Headquarters and KTRH engineer Byrd record critique of the exercise.

Gen. Hoge evaluates Exercise Longhorn's success at critique.

* * *

BAB Clinic Postponed

THE SALES clinic scheduled by BAB for New York last Monday was postponed because of the illness of Vice President Kevin B. Sweeney, one of the leaders in the clinic series. Next clinic is set for today (Monday) in St. Louis. Others this week: Wednesday, Kansas City and Friday, Des Moines. The series extends through Sept. 19. New date for the New York clinic has not been designated.

MAY 5, 1952

TELECASTING

PROBLEMS?

Are you IN *or going into* TELEVISION?

With many years experience in all phases of television broadcasting, we offer an exclusive consulting service in selective markets to fit the needs of broadcasters, present or prospective, who require help in preparing and evaluating:—

1. Application Data
2. Cash Requirement Estimates
3. Appraisal of Competition
4. Production Facility Planning
5. Studio and Space Layouts
6. Organization and Personnel Requirements
7. Integration of TV with Existing Operations
8. Operating Policies-Practices
9. Programming Policies, Formats and Schedules
10. Expense Budgets
11. Revenue Estimates
12. Coverage Data
13. Market Appraisals
14. Network Affiliation Potentials
15. Rate Cards

AND if you have financing problems, we will be glad to discuss your requirements with you—confidentially, of course.

We are neither lawyers nor radiation engineers, but we will work with the representatives you may now have or may select, in these fields, in the preparation of material for your application and supporting evidence, we will collaborate directly with you and your staff on every other aspect of a complete station construction, fiscal, organizational and operating plan.

We stay with you until you are "on the air" and as long afterwards as you have need for our services.

Send for a brochure describing our service in more detail.

Inquiries which will be treated confidentially and acknowledged promptly may be addressed to:

Noran E. Kersta Company
143 Meadow Street
Garden City, N. Y.
Phone—Garden City-3-1075

Frank E. Mullen & Associates
121 South Beverly Drive
Beverly Hills, California
Phone—Crestview-1-7191

in our 7th year

Dog writes about man!

I'm on WTCN-TV . . . I'm Rollie Johnson's dog

. . . not for sale
. . . not a prize
. . . not a contest!

It's great to be five months old and the first dog actually raised and trained under TV cameras. My master is Rollie Johnson, Sports Director of WTCN in Minneapolis, St. Paul. He figures more people will understand and own dogs if *they* see how much fun *we* have.

This Rollie is a swell master! Even when his evenings include a TV program, a speech, telecasting a sports event, or his Big Brother meeting . . . he always winds up with time to play with *me*.

Rollie is starting his TV fishing contest on WTCN soon. Last year the entries, from a one pound sunnie to a fifty pound sturgeon, totaled four tons of fish! Lots of tackle and equipment got sold, too! Rollie travels around a lot, takes lots of movies of folks at their favorite sport, and shows 'em on our programs. Seems like fellows get a kick out of seeing themselves on TV.

Guess I'm just one more in the Rollie Johnson fan club; I know what folks up here mean when they say people like Rollie are old friends instead of announcers. By the way, some spots on some of his sports shows are open for sponsorship. Rollie and I would like to have you "aboard" if we can help you to sell your product.

Smokey

There's always more on Channel 4!

WTCN

TV CHANNEL 4

ST. PAUL
MINNEAPOLIS

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

TELECASTING

MAY 5, 1952

VHF PROPAGATION

New NBS Report Studied

By EARL ABRAMS

DOES new information on VHF propagation, showing that consistent long-distance reception in those bands is possible, pose a threat to TV?

That possibility, fanned by newspaper stories last week, had TV engineers searching National Bureau of Standards Report No. 1172 for guidance. It is entitled "A New Kind of Radio Propagation at Very High Frequencies Observable Over Long Distances."

That report told how a VHF signal transmitted by Collins Radio Co. at Cedar Rapids, Ia., was received consistently via skywave reflection at NBS's Sterling, Va., receiving station, 800 miles away.

Up to now, the theory was that VHF signals are not reflected from the ionosphere.

Consensus of TV engineers is that the facts are significant, and hold out a promise for communication and possibly other special purposes, but are not a threat to TV.

That attitude was summed up by an FCC official in this manner:

- **The Commission knew about these tests before it set up its TV allocation table in its final report [B•T, April 14].**
- **The received signals in this experiment are of such low intensity that they do not seem significant as a TV interference factor.**
- **The transmitting and receiving antennas are highly directional and the receiver is highly sensitive, much more so than is common for commercial TV stations.**

Inter-Continental TV

Possibility that the results hold out hope for inter-continental TV was minimized by most observers, at least for the immediate future. Developments of this sort are a matter of decades, one authority commented. He likened this development to that of the atom bomb experience. How to obtain fission was generally known in scientific circles years before it was actually accomplished. But it was not until the U. S. decided it was necessary, that the money and energies were thrown into actual accomplishment.

Immense powers necessary to relay a 6 mc video picture are "fantastic," according to some consulting engineers. There may be other and less expensive ways of accomplishing the same result, they pointed out.

Only manner in which the new findings may have an impact on TV is if a military or other government agency requires the use of these frequencies for special purposes. That would mean an allocation hearing—unless the world situation degenerated to all-out war—and TV broadcasters would have opportunity to protect themselves. Bands involved encompass Channels 2-6.

If the military or other government agencies decided that the band would be useful for defense or diplomatic purposes, then the position of the low-VHF band TV operators would be serious, it is believed by some. These observers recall the Commission's 1945 allocations report which spoke of the insufficient spectrum space available for TV in the below-300 mc region "to make possible a truly nationwide and competitive television system." They emphasize the FCC's next sentence: "Such a system, if it is to be developed, must find its lodging higher up in the spectrum where more space exists."

Former FCC Chairman Wayne Coy in several speeches during his tenure urged the move of all VHF to the UHF frequencies. Fact that the Commission never seriously contemplated such a move was explained by one FCC staff executive after the final TV allocations report was issued last month [B•T, April 14] on the ground that there would not be sufficient room in the 470-890 mc band for a "truly nationwide and competitive television system."

Tests began Jan. 23, 1951 on 49.8 mc, according to the NBS report. Continuous wave emissions were used. Identical high gain 41.2-ft. high horizontal rhombic antennas with 500-ft. legs were used at both the transmitting and the receiving positions. Power of 23 kw was put into the antenna. Receiver bandwidth was 3 kc.

Signal Intensity Charts

Included in the report are charts showing signal intensity received in April 1951 and June 1951. They varied from a high of 25 db above one microvolt at about noon to a low of 4 db above one microvolt at about 11 p.m.

Signal was consistently received, irrespective of season, time of day or geomagnetic disturbances. Strength of the signal was actually enhanced during sun spot conditions (which normally cause fading on usual high frequency 3 to 30 mc circuits) and during passage of meteors. The latter phenomenon was accompanied by loud heterodyne whistles.

"Scattering" effect from the E layer of the ionosphere was advanced as an explanation of the phenomenon, with the possibility that the D layer played a part in reflecting the signals.

Future experimentation for frequency and distance dependence is planned, as is a more detailed study of the received signal. During a short period a receiving test was made with a station in Bermuda, 2,000 miles from Cedar Rapids, but reception was erratic and not associated with sporadic E ionization, NBS stated.

Last February NBS reported a new theory of VHF propagation which held that the bending of signals of this band over the horizon—heretofore considered in the nature of a "freak" condition—might be considered normal and not an exception to the "line-of-sight" theory of VHF propagation [B•T, Feb. 4]. Tests had shown, NBS reported, that such conditions were too frequent and regular to be con-

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ALLOCATIONS CHANGES

Asked of FCC

FIRST requests for changes in the table of assignment in the FCC's Sixth Report and Order on TV [B•T, April 14] were filed with the Commission last week.

Asking for changes in specific city-by-city instances, the following petitioned for changes: WMCT (TV) Memphis, Tenn.; WISC-AM-FM, Madison, Wis.; KTEM-AM-FM Temple, Tex.; KXEL-AM-FM Waterloo, Iowa.

The Commission erred when it ordered WMCT to change from Channel 4 to Channel 5, the Memphis station averred. Error is due to the fact, its petition stated, that the distance from its transmitter to Nashville, Tenn. (also assigned Channel 5) is 187.5 miles —two and a half miles less than the 190 mile co-channel minimum established for Zone II stations.

In order to meet the established minimums, WMCT asked that its show cause order be amended to require it to change to Channel 3, which was assigned to Memphis in the final report.

Assignments of Channel 5 to Nashville and Channel 3 to Memphis were not in the proposed Third Report last year, the Scripps-Howard station *(Memphis Commercial-Appeal)* pointed out. Therefore it had not objected to the requirement that it change from Channel 4 to 5 when comments were invited last fall.

WISC Comments

WISC in comments last fall on the Third Report proposals had proposed that VHF Channel 3 be reserved for educational use and the remaining three UHF channels be made commercial—so that all commercial TV stations in the Wisconsin capital be competitive. The Commission had proposed to reserve a UHF channel for educational use, permitting commercial operation of the sole VHF channel and two of the three UHF channels.

Doubt that the Commission judged the Madison situation correctly was expressed by WISC. It called attention to the fact that it had filed two comments and referred to the discussion in the Sixth Report as probably using the wrong comment.

Reservation of VHF Channel 3 instead of a UHF channel would comply with the Commission principle regarding educational reservations, WISC averred. It pointed out that Madison is an educational center and the Commission said in its final report that wherever it could, it assigned a VHF frequency in those communities for educational use. The Wisconsin station also pointed out that in 16 educational centers, the Commission assigned the sole VHF wavelength

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CBS-TV CLINIC

Post-Freeze Outlook Explored

PROBLEMS and procedures of television station operation, starting with the application to FCC for authority to construct, were appraised for some 250 executives from CBS-TV and CBS Radio affiliates at a two-day "post-freeze" clinic conducted by CBS-TV in New York last Thursday and Friday.

J. L. Van Volkenburg, president of CBS Television, who called the clinic an aid to both prospective and present TV broadcasters, told the assembly at the opening session Thursday that FCC's lifting of the freeze means that "television can begin to stretch its muscles and reveal its huge strength."

Reviewing TV's growth since the first CBS Television clinic in March 1948, he pointed out that CBS-TV then provided 78 minutes of network programming daily, of which 32 minutes were sponsored, whereas today the network is programmed for about nine hours daily, with 6¼ hours of that total sponsored.

"Even with this phenomenal increase in the size and significance of television," he added, "we know it's still only the beginning."

"We meet today at the very threshold of the explosive expansion of a great social, cultural and economic force," Mr. Van Volkenburg declared.

Fred M. Thrower, vice president in charge of network sales, cited some 50 national advertisers not yet in TV but who he predicted will move more and more into this field.

He pointed out that CBS-TV's business in January and February was 95% ahead of that for the same period in 1951, and said CBS-TV leads all networks in total number of sponsored quarter-hours, including all new business on the books but excluding political convention and election coverage. These sponsored quarter-hours on CBS-TV now number 164, as against 259 sponsored on all three other networks, Mr. Thrower asserted.

He cited TV's dropping cost-per-thousand—from $3.49 three years ago to $1.79 now—and increased sales results as "simple economic factors" which, he said, have led 98% of the nation's leading food and drug firms to increase their TV budgets during the past two years.

Turning to commercial programming, Hubbell Robinson Jr., vice president in charge of network programs, told the clinic that a network must create "a balanced line of merchandise" to fit the varying budgets of advertisers.

"You have a right to expect from CBS Television," he said, "programs that meet these three requirements: Shows the audience will like so well they will make them into hits; shows that sell goods; shows with great staying power."

He expressed the view that there always will be a place for "a limited number of big spectacular shows," but that "the big market lies in creating a product that gives a profitable, rewarding value for the medium-priced advertiser."

Sig Mickelson, director of news and public affairs for CBS-TV, urged that both stations and networks schedule strong programs in the public interest, asserting that TV has unprecedented value as a means for public improvement. Further, he said, there is no need to "be frightened by the words commercial and commercialism." He cited news shows as traditional money-makers in radio which can also be money-makers in television, paying dividends not only in revenue but in public relations, community service, and community prestige.

Special events, education, religion, government and politics were among other fields in which he said TV can make significant contributions in local, regional and national service.

Charles Luckman, of the firm of Luckman & Pereira, architects of CBS Television City in Hollywood, outlined differences between the needs of motion picture studios and those for TV use. He said a study

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television applications

Digest of Those Filed With the FCC April 25 through May 1

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	13	7	20

Listed by States

†COLORADO SPRINGS, Col.—TV Colorado Inc., Ch. 11 (198-204 mc), ERP 200 kw visual; antenna height above average terrain 1,816 ft., above ground 187 ft. Estimated construction cost $304,071, first year operating cost $213,000, revenue $192,400. Studio location Exchange National Bank Bldg. Transmitter location "The Horns," 1.3 mi. N. Cheyenne Mtn., 38° 45′ 42″ N. Lat., 104° 51′ 51″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Applicant firm includes licensees of KVOR Colorado Springs, Col., and KGHF Pueblo, Col., two stations each independently owned, each with 50% interest in TV Colorado Inc. Representatives of the two stations would manage station. Principals include: **James D. Russell,** president and general manager of KVOR, **Gifford Phillips,** president of of KGHF, **Robert Ellis,** general manager of KGHF, **Betty Z. Russell,** of Colorado Springs, **H. C. Harmon,** Colorado Springs businessman, and **Harry C. Schnibbe,** Denver businessman.

†JACKSON, Miss.—Mississippi Publishers Corp. (*Jackson Daily News*), UHF Ch. 25 (536-542 mc), ERP 197 kw visual; antenna height above average terrain 522 ft., above ground 522 ft. Estimated construction cost $404,030, first year operating cost $175,000, revenue $125,000. Studio location to be determined. Transmitter location Pascagoula and S. West Streets, Jackson, 32° 17′ 48″. N. Lat., 70° 11′ 59″ W. Long. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmotte, Washington. Principals include: Second Vice President **Major Frederick Sullens** (11%), editor of *Jackson Daily News*, and Treasurer **Walter G. Johnson** (25%), business manager of *Jackson Daily News*.

†WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co., UHF Ch. 34 (590-596 mc), ERP 250 kw visual; antenna height above average terrain 1,004 ft., above ground 243 ft. Estimated construction cost $397,500, first year operating cost $225,000, revenue $250,000. Studio location 88 N. Franklin St. Transmitter location Penobscot Knob, 41° 10′ 58″ N. Lat., 75° 52′ 25″ W. Long. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President **Dr. Isaiah C. Morgan,** M.D. (12½%), and Secretary **Roy E. Morgan** (12½%), general manager of WILK-AM-FM.

ABILENE, Tex. — Citizens Bcstg. Co., Ch. 9 (186-192 mc), ERP 2.8 kw visual; antenna height above average terrain 207 ft., above ground 282 ft. Estimated construction cost $168,623.50, first year operating cost $140,000, revenue $170,000. Studio-Transmitter location 25th and Butternut, Abilene, 32° 25′ 11″ N. Lat., 99° 44′ 12″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Applicant is licensee of KWKC Abilene. Principals include: President **W. P. Wright** (25%), whose interests, in addition to KWKC, include 10% of KRIG Odessa, Tex., automobile distributing companies, ranches, real estate, and petroleum distributor; Vice President **O. D. Dillingham** (25%), whose interests, in addition to KWKC, include a dairy, various investment companies, banks and other businesses, and **A. C. Etter** (25%), whose sole interest is KWKC, where he is general manager.

NEW APPLICANTS

Four Submitted

ONLY one new TV application was filed last week, but three were resubmitted under the new TV allocations rules.

New application was from KWKC Abilene, Tex., seeking Channel 9, proposing 2.8 kw power, with 207 ft. antenna height above average terrain. Station proposes to spend $168,623.50 for construction.

Re-submitting applications were *Jackson* (Miss.) *Daily News*, which seeks UHF Channel 25, with 197 kw, 522 ft. antenna height above average terrain. It proposes to spend $404,030 in construction. WILK-AM-FM Wilkes-Barre, Pa., is asking for UHF Channel 34, with 250 kw, 1,004 ft. antenna height and plans to spend $397,500 in building. Combination of the licensees of KVOR Colorado Springs and KGHF Pueblo is asking for Channel 11, with 200 kw, 1,816 ft. antenna height. Construction costs are estimated at $304,071. Each licensee owns 50% of the new company.

Among others announcing their TV station plans were WJR Detroit (see separate story this page), WMGM New York (see separate story on page 68) and WTRF-AM-FM Bellaire, Ohio, which announced that it would re-file for Wheeling, W. Va., Channel 7, with 316 kw, and plans to spend $700,000 in construction.

GOODWILL PLANS

Seeks 4-Station Network

PLANS to build four TV stations, linked together as a regional network, were revealed last week by WJR Detroit.

John F. Patt, president of The Goodwill Stations Inc. (WJR, WGAR Cleveland and KMPC Los Angeles), said the decision to build the stations followed extensive study of the FCC's Sixth Report & Order [B•T, April 14].

Mr. Patt said WJR will apply for UHF Channel 50, for Detroit; Channel 11 in Toledo, Ohio; Channel 12 in Flint, Mich., and Channel 5 in Bay City, Mich.

All four proposed stations will be in cities now covered by WJR radio.

Programs for the regional network will originate from all four stations. If plans are approved, educational, farm, special event and entertainment programs of area interest will be telecast over the network.

Cost of the four stations was estimated at $2,200,000. Earmarked is $1,000,000 for Detroit, $600,000 for Toledo, and $300,000 each for Flint and Bay City.

Tentative location of the WJR-TV transmitter and tower is the Fisher Building with studios in the same building or in the New Center area.

WGAR Cleveland, WJR sister-station, is applying for UHF Channel 65 for its city.

Since present FCC rules prohibit one entity from owning more than five TV outlets, it appears that The Goodwill Stations Inc. does not plan to seek a TV outlet for its KMPC in Los Angeles.

UHF DEFENSE

Made in Jones Ohio Speech

IN A ringing defense of UHF coverage potentials, Comr. Robert F. Jones last Thursday attacked what he called "absurdities" in FCC's "firm, fixed and final" TV allocations plan. He charged that the Commission has "tried to legislate instead of regulate" the industry.

"The *purpose* of the allocation plan being adopted by the Commission is to create a nationwide, competitive television system, but the *effect* . . . is to deny local television to cities not included in the (allocations) table," he asserted.

Comr. Jones, dissenter *in toto* to FCC's final TV "freeze" lift report, addressed the Ohio Assn. of Radio-TV Broadcasters Management Clinic, meeting at Columbus, Ohio, May 1-2. His speech bristled with criticisms of the Commission's findings, some of which were contained in his original dissent [B•T, April 14; Sixth Report supplement].

Harking back to 1945, when a previous Commission handed down VHF assignments to 158 metropolitan centers, Comr. Jones declared:

"Little or no thought was given to efficient use of the channels. Today the Commission tries to justify all of those assignments, which are occupied by licensees, on the erroneous ground that VHF channels have a greater potential to cover wide areas than UHF channels."

'Faults' Listed

Today, the majority claims that VHF now covers rural areas better from VHF stations in the largest cities are "fallacious reasoning from an engineering standpoint" because either VHF or UHF "can be made to cover wider areas than the other," the FCC Commissioner asserted. He said the Commission has attempted to "make the arbitrarily wide minimum mileage separations (of 1945) the bone and sinew of the 1952 firm, fixed and final allocation plan."

Among the "absurdities" and "faults" stemming from "this chain of events," Comr. Jones continued, are these:

● "Inefficient use of the spectrum," with shrinking of the present 12 VHF channels to the equivalent of four in the northeastern part of the country (New York, etc.).

● Assumption that "every city and hamlet in the U. S. will use maximum powers and antenna heights."

● The plan "excludes all local television service from every city . . . except the favored 1,274" and provides 889 cities "with just one local channel" despite the competition factor.

● Introduction of UHF is prejudiced "with no circulation of receiving sets versus the VHF with a circulation of 17 million VHF-only receiving sets—a prejudice "not confined to the intermixture cities."

● Plan "throws the heaviest financial burden upon those least able to pay" (UHF operators).

● UHF service is provided by and large for small cities, thus wasting "the natural potential of UHF over man-made noise in the biggest cities."

Scores Attitudes

Scoring the "UHF is wonderful —you take it" attitude of one VHF multiple station-owner, Comr. Jones complained that Commission Rules & Standards require 2,000-ft. antenna heights at 1,000 kw on UHF "to compete with relative coverage of VHF channels operating at 500 feet at maximum power on the basis of minimum co-channel separations."

UHF does not cover the same areas and relative number of locations as VHF unless 2,000-ft. antenna heights are used against 500-ft. antenna heights for VHF when separations are based on minimum spacings, Comr. Jones observed. He also cited lack of information on tube and power costs per hour for comparative size UHF-VHF transmitters—that a 10 kw UHF transmitter costs $4.90 and a 50 kw VHF $4.70 per hour.

Turning to coverage potentials, Comr. Jones cited the Commission's Third Notice of 1950-51 and charged that technical efficiency charts "were not distributed to the Commission until one year after the Third Notice was made public and until the die had been cast for this decision." He traced steps leading to FCC's assignment policy:

Hard and fast mileage separations based upon a New York sized maximum power and antenna height for the smallest cities in the country give us meaningless circles on the maps of the United States. They have as little relationship to efficiency as tossing poker chips upon the maps and drawing circles around them. These circles have no relationship to service areas. They have no relationship to the natural trading areas or the areas of cultural influence of the cities included in the plan. They are related to nothing remotely connected with any reasoning concocted a year later to defend the plan from an engineering or legal standpoint.

The only relationship these circles have to anything in the plan is:

(1) The Commission wants to give VHF to large cities; (2) it will give VHF to smaller cities if there isn't a bigger city within artillery range; (3) the distance between centers of two closest circles, at least one of which does not represent an existing transmitter site, because a minimum separation for the national plan: (4) existing licensees have a property right in the channels occupied by them and will not be disturbed unless separations between them can be made larger; (5) the circles will not be moved even if two circles can be used in two smaller cities in place of one in a larger city.

These meaningless circles centered at the largest cities is the assignment policy of the Commission. This assignment policy is incorporated into the general Rules and Regulations of the Commission supported by any kind of an excuse conceived as an afterthought. In other words, first we had the meaningless circles; then the Commission writes standards to fit the circles.

Comr. Jones told existing licensees that the Commission "staked your claim, assessed the crude ore and delivered a document [the Sixth Report] giving you squatters' rights whether you work the mine efficiently or rock along with the old machinery. The FCC land office made you masters of all you survey when they assumed . . . that you had a property right in your channel." He described advantages this way:

(1) "You can squat on your chan-

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'Lucy' Viewers

FOR the first time in the history of television, a regularly scheduled program—*I Love Lucy*—is said to have been seen in ten million American homes. American Research Bureau reports for April point up that the April 7 show reached 10,600,000 homes. *I Love Lucy*, presented over CBS-TV Monday, 9-9:30 p.m., stars the husband-and-wife team of Lucille Ball and Desi Arnaz.

HAMS ON 21 MC

Reception Effects Seen

AMATEUR radio operators' use of 21 mc band [B•T, April 28], officially authorized by the FCC last week, could affect 80-90% of the 17,000,000 TV sets in use today.

That is the estimated number of TV sets in operation which have 21 mc intermediate frequency circuits—liable to interference from nearby ham operators.

Use of 21-21.45 mc band by amateurs began May 1. Authorized is continuous wave radio-telegraphy. Radio telephone use, which would make the interference worse, was proposed by the FCC, with comments required by August 1.

According to a BROADCASTING • TELECASTING check with RTMA and manufacturers, Admiral and Motorola are still using 21 mc IF. Admiral said it planned to go to the RTMA-recommended 45.25 mc IF "as soon as we feel an urgent need to do so." Motorola said it planned to change to the higher IF standard "before the end of the year."

Emerson changed its IF from 21 mc to 45.25 mc only 30 days ago.

Philco switched about three months ago.

RCA changed in the fall of 1951. Other major manufacturers, like General Electric, Zenith, DuMont and Crosley, switched shortly after the RTMA recommended the new IF band in the middle of 1949.

Amateur radio use of 21 mc has been on the FCC "books" since 1945, when allocations below 30 mc were made. In 1947, at the Atlantic City International Telecommunications Conference, that assignment was made world-wide.

Early TV sets used 10-14 mc IFs. TV set manufacturers standardized on 21.1-21.8 mc for IF use after World War II. That band was chosen because it was in an area little used in the spectrum at that time, it is understood, and also gave good amplification, and avoided beat interference and image response among other factors.

One major TV manufacturing executive declared that use of 21 mc band by amateurs was "potentially serious" for TV reception.

However, it is not likely that the 100,000 "hams" will all rip up TV pictures on the 13 to 15 million TV sets liable to that interference. First, the amateur would have to be a close neighbor of a TV set owner. Next he would have to be "working" the 21 mc band. And, thirdly, the TV set could be so well-shielded and constructed that the interference would be negligible, if at all.

Although the 21 mc frequency is used for the sound IF, it is linked with the synch pulse of the video picture. Therefore any disturbance could tear the picture, change its brilliance, or show up as bar lines across the face of the tube.

Elimination of this interference is considered a simple matter—for skilled servicemen. A wave-trap, filter or even reorientation of the receiving antenna is considered sufficient to overcome the interference.

The FCC considers itself absolved of any responsibility for the possible disturbance since it feels that the manufacturers have been on notice for more than five years. At the same time, the Commission insists that it has no jurisdiction over radio-TV manufacturers.

It is however backing an American Radio Relay League campaign to tackle TV interference (TVI) through local committees of amateurs, servicemen, set distributors and set owners [B•T, Nov. 19, 1951]. Its field engineers have been told to cooperate in this endeavor. The Commission itself has urged manufacturers to improve the design of their TV sets to overcome their liability to interference. The Commission became active following a report on how an interference situation in Dallas was cleaned up through the cooperation of that city's hams and RCA.

TALL TOWER MEET

Committee Convenes May 6

MEETING of a joint committee of broadcasting and aviation interests to discuss heights and sites of tall TV towers [B•T, April 28] has been scheduled for May 6, 9:30 a.m., in Room 2622 Temporary Bldg. T in Washington.

Basis for the meeting of what is known as the "ad hoc" committee, which also includes representatives of the FCC and CAA, is the FCC's memorandum of two weeks ago which proposes that towers more than 500 ft. high and located outside civil airways should not be considered hazards to air navigation if they are below a plane with a slope of 50:1. Details of this proposal were illustrated on a chart which was distributed at the meeting two weeks ago.

Joint working committee is co-chairmanned by John R. Evans, FCC, and D. D. Thomas, CAA. It includes the following broadcast representatives:

Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers.

Representing aviation interests are the following:

A. J. Quinn, CAB; Col. J. J. McCabe, Air Force; Capt. R. G. Armstrong, Navy; Richard G. Dinning, Air Transport Assn.; Larry Cates, Air Line Pilots Assn.; Max Karant, Aircraft Owners & Pilots Assn.; A. B. McMullen, National Assn. of State Aviation Officials.

Full text of the FCC memorandum, which will be used as the basis for the May 6 meeting, is as follows:

PURPOSE

Determination of a method of achieving uniform treatment by the 9 Regional Airspace Subcommittees of applications for radio and television antenna towers over 500 ft. in height located off presently existing airways.

DISCUSSION

The Sixth Report and Order of the Federal Communications Commission encourages high antennas to make the most effective use of the television frequency allocations authorized in that order. Television antenna towers up to 2000 feet in height are contemplated in the Sixth Report and Order.

FCC Part 17, "Rules Governing the Construction, Marking and Lighting of Antenna Towers and/or Their Supporting Structures," contains criteria for determining radio tower limitation in connection with air navigation. These rules state, in part, that "Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location." Appendix B or Part 17 states that all applications requiring aeronautical study will be submitted by the FCC to the appropriate Regional Airspace Subcommittee of the Air Coordinating Committee for study and recommendations.

The ACC Airspace Subcommittees use CAA Technical Standard Order TSO-N18, dated April 26, 1950, "Criteria for Determining Obstructions to Air Navigation," as a guide in making recommendations to the FCC relative to the acceptability of any proposed construction of antenna towers from an air navigation obstruction viewpoint. CAA TSO-N18 is parellel to FCC Part 17 except that Part 17 is limited to radio towers and CAA TSO-N18 relates to all types of obstructions. This order states that ". . . objects shall be considered obstructions to air navigation (unless special aeronautical study indicates otherwise) if they are more than 500 feet above the ground. . . ." (Section B). Other lesser heights are mentioned in TSO-N18 and Part 17 in connection with airport approaches, air traffic control areas and civil airways. The Airspace Subcommittees conduct the aeronautical study required by Part 17 and TSO-N18. There are no written criteria for achieving uniform treatment by Regional Airspace Subcommittees for determining when objects over 500 feet in height located off existing airways are not considered as obstructions to air navigation. This determination has been made in the past based upon expert judgment, individual consideration of each case, and good operating practices.

The aviation, radio and television industries have maintained excellent cooperative relationships in these matters and each has respected the rights and interests of the other. It is not desired to change these relationships, but with the advent of faster aircraft and higher towers, it may be that there is a need to assist expert judgment with suitable criteria to achieve more uniformity in considering similar obstruction problems.

The suggestions and assistance of both industries are desired in arriving at necessary criteria. It is desired to exchange the views, on an exploratory basis, of key aviation and radio and television industry representatives who have been invited to this conference. For discussion purposes, one suggestion for criteria is attached as Appendix A. Other proposals may be presented by those present for discussion and study.

APPENDIX A

SUGGESTED CRITERIA FOR USE BY AIRSPACE SUB-COMMITTEES IN MAKING AN AERONAUTICAL STUDY OF OBJECTS MORE THAN 500 FEET HIGH LOCATED OFF OF CIVIL AIRWAYS

Objects located outside the limits of the present civil airways or direct routes which are more than 500 feet above ground shall not be considered obstructions to air navigation if they are below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the 5-mile boundary from the center of a direct off-airway route. The 50:1 slope will be projected from a point 500 feet below the minimum en route altitude of the airway or route and will extend a distance of 5 miles on either side of the boundaries thereof, measured horizontally from either edge and at right angles to the airway or route center-line. This area will extend for a distance of 25 miles on each side of and parallel to the airway or direct route measured from the radio navigational facility of the airway. Beyond the 25-mile point, objects located anywhere within 5 miles of the boundaries of an airway or direct route which are 500 feet below the minimum en route altitude of the airway or route, will not be considered as hazardous obstructions to air navigation.

Any object over 500 feet high beyond 5 miles from the boundary of the airway or direct route normally will not be considered as a hazardous obstruction to aircraft en route on civil airways or direct route. In any case, it will be required that these objects be studied to determine whether they will have an effect on VFR off airways operations, instrument approach procedures or flight operations in the vicinity of airports.

OUTLOOK FOR CP'S

Hyde Sees Slow Start

SOME TV applicants are expected to be granted licenses under the new television allocations before the end of the year, but the number will be limited, FCC Comr. Rosel H. Hyde said during the *Georgetown U. Forum* on WTTG (TV) Washington April 27.

Comr. Hyde, appearing with Thad H. Brown Jr., director of TV for NARTB, and Rev. Daniel E. Power, S. J., program director for the Georgetown U. radio and television forum, representing education TV aspirants, said "a few" licenses probably will be granted "in a short time." A transcription of the forum, moderated by Frank S. Blair Jr., was to be broadcast over WOL Washington yesterday (Sunday).

Mr. Hyde indicated many smaller communities might get TV stations before larger ones "because in the smaller communities and markets there will be fewer applicants who want to undertake the hazards" of constructing stations, leaving "enterprising operators" a clear field in hearings.

Comr. Hyde said grant of licenses for the 82 VHF and UHF channels depended on "how fast we can make judgments on applications."

LOEW'S INC.

May File for TV

LOEW'S INC., motion picture company and owner of WMGM New York, may file applications for television stations, according to statements by Vice President J. Robert Rubin at a stockholders' meeting Tuesday.

The executive, underlining the fact that his organization was "considering" application, did not indicate how many stations might be sought or where they would be located. His remarks came in answer to a question from the floor. Organizational problem in the application, he said, was whether Loew's would seek outlets in its own name, in the name of the theatre company now being organized, or in the title of the surviving distribution organization.

His company has no plans for production of TV films, Mr. Rubin added, and has not considered selling its backlog of film properties for television release.

Backs TV at Hearings

TELEVISION should have equal rights with other media in coverage of congressional hearings, Rep. Hugh B. Mitchell (D-Wash.) said last week in a broadcast on KJR Seattle under sponsorship of the Washington State Press Club. He said TV eventually would get these results in a comment on KJR announcer Dick Crombie's query on the action of House Speaker Sam Rayburn banning radio and TV from House hearings. Rep. Mitchell warned, however, that problems, such as effect of cameras and other equipment on committee witnesses, need ironing out.

Encore for B.V.D.

PRODUCED four years ago and on tour for three straight years, coast-to-coast, it's scheduled to return by popular demand: Not "South Pacific," but a B.V.D. commercial featuring dancing-singing figures of the advertisers' initials. Produced by Screen Gems, New York, the 20-second commercial was the object of so many viewers' letters after being dropped a year ago, spokesmen reported, that B.V.D.'s agency, Hirshon-Garfield, New York, has placed it on WCBS-TV New York, to follow the 11 p.m. news and sportscast.

RCA FORUM

Held in Camden

TOWER construction engineers convened at Camden, N. J., last week for a two-day session, sponsored by the RCA Engineering Products Dept., on problems anticipated in widespread TV station construction.

Tower erection engineers took part in a forum called by RCA last Wednesday and Thursday. Discussions centered around information on new UHF and VHF broadcast antennas relating to design of supporting towers. T. A. Smith, assistant manager of engineering products, presided over the welcome.

The nation's large tower construction firms were represented by over 40 engineers who witnessed demonstrations of RCA's new UHF antennas and transmission line, super-turnstile VHF antennas. Forum also included a tour of the RCA Victor plant and the company's antenna test yard.

Participating in forum discussions, which stressed mutual problems of tower erection and TV antenna engineers, were H. H. Wescott and Owen Fiet, RCA antenna engineers. Forum included:

A. A. Belda and W. C. Kovacs, representing Alliance Engineering & Construction Co., Chicago; T. Kirkman, Alpha Erection Corp., Washington, Ill.; M. W. Kyger, John C. Beasley Construction Co., Muskogee, Okla.; J. A. Costelow, K. Peters and M. Weathers, John A. Costelow Co. Inc., Topeka, Kans.; H. C. Koeppe, Frederick Tower Erection Co., Frederick, Md.; B. A. Furr, W. H. Carrick, E. C. Hedgepath and Ward Furr, Furr and Edwards Construction Co., Rome, Ga.; B. V. Pruden, IDECO Division, Dresser-Stacy Co., Columbus, Ohio; L. Mizell, Mizell Construction Co. & Truck Line, Ganado, Tex.; R. A. Hanson, G. W. Metz, T. V. Sheehy and E. Steinmetz, Lehigh Structural Steel Co., New York City; S. T. Mercer and K. J. Myers, S. T. Mercer Co., Rahway, N. J.; H. A. Peterson and L. Jamerson, Harold A. Peterson Co., Trenton, N. J.; C. French and E. Racine, Racine Tower Construction, Brandon, Vt.; K. F. Gilchrist and D. E. Phillips Jr., Radio Construction Co. Inc., Pittsburgh, Pa.; Paul Shepard, Paul Shepard Co., San Francisco; H. P. Tiner, Seago Construction Co., Dallas, Tex.; J. Amey, R. J. Eberle, Peter Loquet and W. Guzewicz, Stainless Inc., North Wales, Pa.; R. Colvin, John Dearing and T. Griffin, RCA Services Co., Gloucester, N. J.; R. H. Clark and D. W. Harrington, Tower Builders Co., Angola, Ind.; T. H. Gray, Tower Construction Co., Sioux City, Iowa; T. L. Wickems, Tower Engineering & Construction Co., Houston, Tex.

This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Man of the Week* L		General Foods Roy Rogers F
6:15				
6:30	*America's Town Meeting L & F*	Alcoa See It Now L	*The Week in Religion*	*Once Upon A Fence*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Foursquare Court* L	American Tobacco This Is Show Business L		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Murray Party L Ends 5/11	General Electric Fred Waring L	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time L		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line L		
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie*
7:15				Vit. Corp. of Am., The Goldbergs L
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como L		Camel News Caravan L
8:00	Film (alt. sp.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre L	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy F	Co-op Boxing from Eastern Parkway	Pearson Pharm. Lights Out L
9:15				
9:30	*Film*	General Foods Instant Maxwell Coffee Claudia L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00				
10:15		Westinghouse Studio One L		
10:30	No Net Service After 10 p.m.			Co-op Who Said That L
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie*
7:15				*Bob & Ray Show*
7:30	P&G Beulah F	Columbia Records News L		Chevrolet Dinah Shore L
7:45		Fatima Stork Club L		Camel News Caravan L
8:00	*Film*	*Sam Levenson Show* L	*Life is Worth Living Bishop Fulton J. Sheen*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*Film*	*Draw to Win* L	Curtis Publishing Co. Keep Posted	
8:45				
9:00	*United—Or Not?* L	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Not for Publication with Jerome Cowan*	P. Lorillard Original Amateur Hour L
10:15				
10:30	No Net Service After 10 p.m.		*What's the Story with Walter Kiernan*	
10:45				Considine Mutual of Omaha
11:00				
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30		*In The Park* L		
11:45				
12:00 N	Junior Crossroads	Ranger Joe Corp. L Ranger Joe (end 5/25)		
12:15 PM	Sweets Co. Tootsie Hippodrome L	*Junior Hi-Jinx* L		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				
1:00	*Horizons* L & F			*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News* Lever-Rinso (M. thru Th) Godfrey		*Prologue to the Future* F
10:15				
10:30		Gen. Mills Hudson Bride & Gr'm		*Breakfast Party* L
10:45				
11:00		Al Pearce Show (eff. 5/12) Your Super Store M-Th 10:45-11:30 pm, F 11-11:30 am		*Mrs. U.S.A.* F
11:15				
11:30		C-P-P (MWF) Strike It Rich L		*It's A Problem*
11:45				
12:00 N		P&G (Tu. & Th.) Egg & I L	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30	*The Paul Dixon Show* L	P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45				
1:00			Premier Products Helene Curtis Inc Rumpus Room	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30	No Network Service	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	No Network Service
3:45				
4:00		Brown Shoe Smilin' Ed McConnell F		
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		*Mr. I Magination* L		
5:45 PM				

EVENING TIME — FOR MAY 1952

TUESDAY

DuMONT	NBC
General Foods Capt. Video	*Kukla, Fran & Ollie*
	The Goldbergs L
	P&G Those Two L
	Camel News Caravan L
	Reynolds Metals B.T. Babbitt Anson Kate Smith
It's a Business with Bob Haymes	Krafts Foods Television Theatre L
	Hazel Bishop Your Prize Story L

THURSDAY

ABC	CBS	DuMONT	NBC
		General Foods Capt. Video	*Kukla, Fran & Ollie*
			Bob & Ray Show
General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L
	Fatima Stork Club		Camel News Caravan L
Mr. Arsenic L	Carnation Burns Allen (alt.) L Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy F	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
The Ruggles K	R.J. Reynolds Man Against Crime L	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F
American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
Bristol-Myers Sports Show (on 5 o & o only) F	Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
	Carter Toni (alt.) Crime Photographer L	*Author Meets the Critics*	Standard Oil Wayne King
			TV Opera (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
		General Foods Capt. Video	*Kukla Fran & Ollie*
			The Goldbergs L
General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L
	Chesterfield Perry Como		Camel News Caravan L
The Hot Seat L	General Foods Maxwell House Coffee Mama L	Mennen Co. Twenty Questions	RCA Victor Show L
Personal Appearance Theatre K	R. J. Reynolds My Friend Irma	*Life Begins at Eighty*	Gulf Oil We, The People L
Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars L	Old Gold Down You Go	American Cig. & Cig. Big Story L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me L		Campbell Aldrich Family L
	Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports L
	Presidential Timber L		Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Hail the Champ L			
Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show L		*Mr. Wizard*
	Sylvania Beat The Clock L	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray L		Snow Crop Pet Milk Kellogg All Star Revue
Sports Review F			
	Pepsi-Cola Faye Emerson L		Reynolds S.O.S. Benrus
	Songs For Sale L	Co-op Wrestling from Chicago Jack Brickhouse	Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer Your Show of Shows
			American Tobacco Your Hit Parade
Word of Life Song Time L		Boyle-Midway Sports Showcase	

6:00 PM
6:15
6:30
6:45
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8:30
8:45
9:00
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10:45
11:00
11:15 PM

DAYTIME

SUNDAY

CBS	DuMONT	NBC
		American Inventory L
		Hats In The Ring L
		Bohn Alum American Forum L
		Midwestern Hayride L
Goodyear Greatest Story Ever Told (see note)		Revere Meet the Press
		Hallmark Sarah Churchill L
Lamp Unto My Feet		Quaker Oats Zoo Parade L
What in the World		Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G First 100 Years L		
	Mike & Buff Show L		The Big Payoff CPP (M-W-F)
	G. Foods (W & F) Bert Parks* Cannon (Th) Give & Take		*Ralph Edwards* L
			Participating Sponsors Kate Smith Hour
			Lever Hwkns. Fall L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog Int. Shoe Bauer & Blk Standard Brands L Howdy Ddy

SATURDAY

ABC	CBS	DuMONT	NBC
			Nick Kenny L
			Youth Wants to Know
			Morgan Beatty
			Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, O'Cedar, Garry Moore Show.

*10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 10:30-10:45 a.m. and Fri. 10:30-11:00 a.m. Hudson Paper on Thurs. at 10:30-45 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.

3:30-4 p.m. Tues., Mel Torme, sustaining.

3:30-4 p.m., Mon. Bert Parks Show S.

4-4:30 p.m. Sun., Goodyear, Greatest Story Ever Told 4/27, 5/25, 6/22 only.

4-6 p.m. Sun. 5/18 only, Palm Beach Round Robin Golf Tournament; 5-6 p.m. portion sponsored by Palm Beach Fabrics.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

*Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

May 5, 1952 Copyright 1952

It's **WHIO-TV** for Sports in Dayton!

Over 10,000 written "Thank You's"! Not giveaway-gimmick responses—not fill-in postcards, coupons or box tops. With spontaneous individual letters and multi-named petitions, 10,173 loyal and appreciative viewers thanked the sponsor and ourselves for our recent basketball series!

This is the kind of special sports programming that has built such amazingly loyal community following for our station. The University of Dayton Flyers basketball team qualified for both the N.I.T. and N.C.A.A. tournaments in New York and Chicago. Our boys!—so we cleared our schedules. Then along came a new sponsor who knows opportunity when he sees it—the M. J. Gibbons Supply Co. First time to our knowledge that a plumbing and heating supply house ever sponsored this ambitious a program.

Well, though the team didn't quite finish on top, Mister Gibbons did—and so did we! Why, besides those letters—besides word-of-mouth appreciation every day—over 1500 people have gone to the slightly-off-the-beaten-path Gibbons showrooms to shake his hand and ask for a plumbing fixture booklet mentioned in a commercial.

Yes sir,—for sports, for entertainment, for public service with a meaning—Dayton stays in tune with WHIO-TV. SOON, FOR THE THIRD STRAIGHT YEAR, WE'RE AIRING THE CINCINNATI REDS DAY GAMES EXCLUSIVELY IN OUR TERRITORY—AND FOR THE FIRST YEAR WILL CARRY THE CLEVELAND INDIANS GAMES. Want action? See George P. Hollingbery Company, National Representative for impressive figures on a great market.

CBS • ABC • DUMONT

whio-tv -AM -FM

DAYTON, OHIO

telestatus

City-by-City Preferences Detailed in 'Hooperade'

(Report 214)

"HOOPERADE of TV Stars" for March 1952 saw *Red Skelton* leading in two of the six cities which serve 50% of U. S. television sets, with a rating of 63.0 and 699,000 sets in Chicago and 42.0 and 473,000 sets in Los Angeles.

But 1,514,000 New York sets put *I Love Lucy* at the top with a rating of 52.4, the C. E. Hooper Inc. results showed. Leading in the three other cities were: *Godfrey's Scouts* on 542,000 Philadelphia sets with 53.0, Groucho Marx on 532,000 Boston sets with 60.9 and Milton Berle on 314,000 Detroit sets with 49.6.

Lucy was fourth in February in New York with 42.8. Martin & Lewis was first there that month with 56.9, largest New York TV rating in several months, and second in March with 50.8. Mr. Skelton was first for both January and February in Chicago (53.2 and 65.2, respectively) and Los Angeles (46.0 and 46.7, respectively).

Godfrey's Scouts was second in Philadelphia in February (47.4), with *Lucy* first (48.4), second in March (45.8) and second in January (42.4). Boston ranked Groucho Marx, second in February (56.2) and fourth in January (56.2). *Philco Playhouse* was first in January (61.1) and in February (63.2), dropping to eighth in March (46.6). Detroit ranked Mr. Berle second in February (52.2).

Only three shows made the first 15 in all six cities: *Lucy*, Mr. Berle's and Martin & Lewis. Bob Hope made the list in all but Chicago, *Godfrey's Scouts* and Jimmy Durante in all but Los Angeles and Red Skelton and Groucho Marx in all but Detroit.

Rorabaugh Report Issued Covers 1952 First Quarter

N. C. RORABAUGH Co., 347 Madison Ave., N. Y. 17, last week issued its report on TV advertising for the first quarter of 1952. In addition to the main *Rorabaugh Report*, which covers network and spot advertising in January, February and March, a supplementary report on local-retail advertising also was issued.

The report covers 64 markets and 108 TV stations. Listed are 6,400 advertisers, tabulated as 188 network advertisers, 1,277 national regional spot users, and 4,935 local-retail advertisers.

Vistascope Showing Set for Hollywood

FIRST demonstration of the Vistascope, a camera device which utilizes photographs for foreground settings with live action, will be staged at the Hollywood section of the Motion Picture and Television Engineers meeting May 20 in Studio Theatre on Paramount lot. Some 300 members of MPTE will attend, according to Ed Templin, program chairman.

Equipment, a French invention, is under exclusive license to Vistascope Corp. of America, which is owned jointly by Paramount Pictures and Sol Lesser, independent producer. It will be made available shortly to all film producers and TV stations on a royalty basis.

'I Love Lucy' Heads Videodex April List

VIDEODEX ratings of top ten TV network programs, giving percent and number of TV homes for April 1952, are listed as follows:

	Percent TV Homes
1. I Love Lucy (CBS)	51.4
2. Talent Scouts (CBS)	44.4
3. You Bet Your Life (NBC)	43.1
4. Red Skelton (NBC)	40.6
5. Godfrey & Friends (CBS)	37.7
6. Comedy Hour (NBC)	37.3
7. Your Show of Shows (NBC)	36.5
8. Fireside Theatre (NBC)	33.3
9. Philco TV Playhouse (NBC)	31.2
10. Kraft TV Theatre (NBC)	30.2
Ken Murray (CBS)	30.2

	TV Homes (000)
1. I Love Lucy (CBS)	8455
2. Red Skelton (NBC)	6399
3. You Bet Your Life (NBC)	6351
4. Comedy Hour (NBC)	5933
5. Your Show of Shows (NBC)	5688
6. Godfrey & Friends (CBS)	5664
7. Fireside Theatre (NBC)	5263
8. Philco TV Playhouse	5047
9. Talent Scouts (CBS)	4860
10. Ken Murray (CBS)	4480

Weekly Television Summary—MAY 5, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	126,853
Miami	WTVJ	113,000
Milwaukee	WTMJ-TV	328,084
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	89,108
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	112,543
Oklahoma City	WKY-TV	127,041
Omaha	KMTV, WOW-TV	127,454
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,966
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	389,000
Providence	WJAR-TV	212,000
Richmond	WTVR	118,860
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	74,766
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	361,000
Schenectady-Albany-Troy	WRGB	206,600
Seattle	KING-TV	139,800
St. Louis	KSD-TV	390,500
Syracuse	WHEN, WSYR-TV	174,718
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,129
Wilmington	WDEL-TV	100,438

Total Markets on Air 64* — Stations on Air 109* — Estimated Sets in use 16,919,628

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

166,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by

The BRANHAM Company

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego
Has Grown
92.4%
Since 1940
And Is
STILL
GROWING!

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

ZIV LOOKS TO EUROPE

For New Writers and Talent in TV Film

"SHOCKING" rate at which American television material is being "burned up" will necessitate the opening of Europe as a source of writing and talent for films.

This was the opinion expressed Wednesday by John L. Sinn, president of Ziv Television Programs Inc., as he prepared to leave with Herbert Gordon, Ziv vice president in charge of production, for several weeks of video conferences abroad.

Acknowledging the already-heavy burden on American creative people working on TV, Mr. Sinn noted reasons why pressure on writers, actors, producers and directors of film programs will become even more severe:

"It is becoming more and more evident to leaders in the industry that at least 75% of programming will be on film," he said in listing advantages of film. "Also, the recent lifting of the freeze will open . . . a tremendous new field for programming by film."

Mapping trip abroad where they intend to sound out video experts and talent are Mr. Sinn (l) and Mr. Gordon.

* * *

"We . . . want to maintain our lead . . . by increasing not only the number of our films, but by also keeping and even raising their level of artistic integrity," Mr. Sinn indicated. "Toward that end we hope to make arrangements with television experts in Europe to augment the products of our American television film writers and producers." Hollywood, he pointed out, will continue as the main source of Ziv films.

The Ziv representatives, planning to visit Europe early this month, will confer with leading European television and film writers, producers and executives, to discuss properties and techniques as well as European production facilities.

FCC RENEWALS

Only KTTV (TV) Pends

RENEWAL of the license of KPHO-TV Phoenix last week by the FCC clears up all but one of the 26 stations placed on temporary license last February [B•T, Feb. 4]. Still remaining on temporary license is KTTV (TV) Los Angeles.

Twenty-three of the 26 stations cited early this year were placed on temporary license because their list of program categories for the 1951 composite week did not show any religious programs or educational time. The last of those were cleaned up two weeks ago when WNHC-TV New Haven was renewed for the regular one-year period [B•T, April 28].

KPHO-TV was placed on temporary license until its ownership was clarified for the FCC. KPHO and KPHO-TV are owned by different companies, which have some common stockholders. KTTV has been the subject of complaints to the Commission regarding direct sales commercials, medical advice and an alleged invasion of privacy. WKRC-TV Cincinnati was put on temporary due to the pendency of the FCC's study of functional music operations, but was renewed last March [B•T, March 2].

When the Commission placed the 23 stations on temporary status due to their omission of religious and educational programs, former FCC Chairman Wayne Coy told BROADCASTING • TELECASTING that neither over-commercialization nor public interest was involved.

In 1951, when all TV stations were renewed, the Commission announced that it would call a meeting of TV operators to discuss the issue.

Subsequently, the NARTB code of good programming went into effect March 1. FCC never rescinded the announcement, nor moved toward scheduling a meeting.

ASCAP TALKS

All-Industry Unit Meets

ALL-INDUSTRY Television Per Program Committee held its first meeting in several months last Tuesday in the New York offices of Judge Simon H. Rifkind, special counsel to the group, to discuss the status of litigation with ASCAP, now pending in the federal courts.

Described as a session in which research and information in preparation by various committee members were exchanged, the closed meeting was attended by chairman Dwight Martin, vice president of WLWT (TV) Cincinnati; Nathan Lord, general manager of WAVE-TV Louisville; Thomas Dowd, Washington attorney; Eugene S. Thomas of George P. Hollingbery Co., Paul Adanti, general manager of WHEN (TV) Syracuse; Donald Mc Gannon of the DuMont network, and Thad Brown of NARTB.

CBC-TV PLANS

Sponsored Shows on Sept.

TELEVISION programs for sponsorship by Canadian advertisers will be ready in September on Toronto and Montreal TV stations, A. D. Dunton, chairman of the Canadian Broadcasting Corp. told delegates last Wednesday at the 37th annual meeting of the Assn. of Canadian Advertisers at Toronto.

Rates will be based on station time and production costs of the CBS television organization, starting at $1,600 per hour and $90[illegible] per half-hour on the Toronto CBC television station, and $500 per hour and $300 per half-hour on Montreal CBC station, he said. A limited number of spot announcements will be sold, with CBC TV rate cards to be issued soon.

Because of high costs, Canadian video shows will be sold in segments co-operatively if necessary, he said. Advertisers will be able to import their own programs, film or live, if their contents meet CBC program balance.

On CBC-produced live programs, advertisers will pay talent costs in addition to CBC rates. CBC will try to meet the wishes of advertisers who wish to enter Canadian television, he said.

He reported construction at both Montreal and Toronto stations and production centers proceeding on schedule for opening in late August or early September.

MUNKHOF, MAZZIE

Promoted at WOW-TV

SOREN MUNKHOF has been named program director of WOW-TV Omaha and John Mazzie promoted to production manager of the TV outlet, it was announced last week by John P. Fogarty, general manager of WOW-AM-TV.

Mr. Munkhof joined WOW in 1938 as a local news reporter and subsequently transferred to the TV staff when the outlet went on the air in 1949. He is executive secretary of the National Assn. of Radio News Directors. Mr. Mazzie did television work at the station while attending Creighton U. in Omaha and was added to the permanent staff in 1950.

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NEW Houston-Fearless TV CAMERA PEDESTAL

Camera is raised quickly, easily by lifting on steering wheel.

New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

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"HE HAS 4,

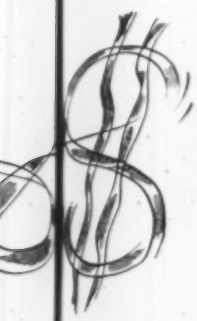
REPRESENTING LEADING TELEVISION STATIONS:

Davenport (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
Fort Worth-Dallas (STAR-TELEGRAM)	WBAP-TV*
Louisville (WAVE, Inc.)	WAVE-TV*
Miami (Wometco Theatres)	WTVJ
Minneapolis-St. Paul (DISPATCH-PIONEER PRESS)	WTCN-TV
New York (THE NEWS)	WPIX
St. Louis (POST-DISPATCH)	KSD-TV*
San Francisco (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

FREE &

Pioneer Stati



IAS 4,266,402* TV HOMES IN HIS POCKET!"

Whether you want to make a market test in one typical medium-size TV market — or want to cover 4,266,402* television homes using eight of the finest TV stations in America — the Old Colonel is *your man!*

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 26.8% *of all the television homes in America!* Pretty good, eh?

*As of Feb. 25, 1952. There'll be *more* by the time you read this!

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DETROIT
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HOLLYWOOD
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XUM

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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NAME

COMPANY

STREET

CITY ZONE STATE

UHF Defense by Jones

(Continued from page 67)

nel and never invest another nickel . . ."

(2) "Unofficially, you can select transmitter sites, power and heights which will forever keep competition out of each other's service areas . . ."

Touching on the latter, Comr. Jones said measuring distances "from post office to post office or post office to transmitter site as a sole criterion for excluding or including channels in the plan is absurd when we know television transmitters will not be built there."

Comr. Jones described this as "the real control that this firm, fixed and final allocation plan delivers to you. As a group of existing licensees you can support the arbitrarily wide separations . . . and keep VHF competition to an artificial minimum in your cities. If all the VHF channels in your city are not occupied, you pioneers can still be enthusiastic supporters of this firm, fixed and final plan because you can continue without further competition for a period of one to five years while new applicants fight from the Commission to the Supreme Court."

Noting few UHF-only cities outside Grade B service areas (at 500-ft. antenna heights), the Commissioner felt the intermixture problem in Ohio is not confined to UHF-VHF intermixture cities but is "almost blanketed over Ohio."

"You who are outside the Table of Assignments because the Commission dried up your chances in arithmetical regression by employing spacings much higher than the minimum of 170 miles . . . have a real problem on your hands in spite of the evanescent promises that your case *can* be considered in one year," Comr. Jones stated.

No Plausible Excuse

FCC buttresses its separation argument, he continued, by claiming it is necessary in view of the limited amount of propagation data now available. Yet, he contended, if the separations are to be fixed, there would be no plausible excuse for the so-called "safety factor"—even if the Commission should modify its table and assign channels at closer spacings.

"This seems a plausible solution on the surface," Comr. Jones said. "However, the Commission completely destroys any hope that more assignments will be made in the VHF portion of the spectrum by its admission that it has not been able to remove existing operations which do not comply with its minimum separations because 'it has not been possible to remove these cases without unwarranted dislocation.'"

Comr. Jones wondered whether the Commission would dislocate the industry after 108 stations "have improved their facilities to approach the low level of efficiency in the allocation plan?" He also asked whether dislocations will be "easier after 108 stations have builded a second time and 100 or 200 more stations are on the air?" The answer: "Obviously not."

By contrast, he noted, the Commission failed to put in the "safety factor" in its general rules for co-channel spacing of UHF stations—and UHF propagation data is "almost non-existent." The Commission, he added, has thus been "much more harsh" with UHF than VHF in this respect.

Speaking generally, Comr. Jones remarked: "Congress created the FCC as an instrument for the exercise of continuous discretion under law in the regulation of a dynamic industry. Instead of keeping itself flexible on the basis of the day-to-day changes characteristic of such a dynamic art as television, the Commission has tried to legislate instead of regulate."

Comr. Jones Warning

The FCC allocations plan, Comr. Jones felt, poses a "critical" period immediately following the effective date of the order (early in June). If new and better methods arise, the blueprint could be changed without "undue stress," he felt. But he warned:

"The longer this plan stands and the more authorizations we grant under it, the more difficult and expensive it will be to change it. And in that most important first year the Commission has determined that it will refuse to consider any proposals for any change of any consequence."

The Jones address topped the first luncheon session of the two-day meet, held at the Deshler-Wallick Hotel. A BMI Clinic was held Friday concurrent with the Ohio Assn. of Radio-TV Broadcasters.

DuMONT SPONSORS

Three Increase Outlets

THREE DuMont network sponsors have added more outlets to their current programs, Director of Sales Ted Bergmann reported Wednesday, with two of the advertisers making their second such coverage-increase within recent weeks.

American Chicle Co. (Clorets chlorophyll gum), through Dancer-Fitzgerald-Sample, have added two stations for *Rocky King, Detective*: WHEN (TV) Syracuse and WMCT (TV) Memphis. Program now has a 29-station network. Curtis Publishing Co., through BBDO, has added WHEN (TV) Syracuse to its line-up for *Keep Posted*, making a total of 14 outlets for the panel program. Boyle-Midway (Autobrite), via Earl W. Bothwell, has added WNBF (TV) Binghamton, N. Y., to the 13 stations previously carrying *Sports Showcase*. American Chicle and Curtis Publishing had previously increased the networks for their programs within the past few weeks.

'TODAY' RESULTS

NBC-TV Gives Report

NBC'S early morning network television show, *Today*, featuring Dave Garroway, has just completed its first 13-week cycle with the following results reported by officials:

● Advertisers have increased from three at its inception to 18 currently, with more coming in on the show almost every day.

● Rating has gone up from 4.4 at the beginning of the program to 7.6 now.

● More than one-third of the time available has been picked up commercially.

● At least 1,500 pieces of unsolicited mail are received weekly, of which an average of only five could be described as non-favorable.

More than one-third of the time has been sold to national advertisers, A. A. (Abe) Schechter, executive supervisor of the program, said. "Bookings are in for the summer and are also coming in for next fall," he added.

The three initial advertisers on the program were *Kiplinger Letter*, Magikoter and Excello Corp. (Pure Pac). Since then the following have been added: Florida Citrus Commission, Bauer & Black, Knox Gelatine, Regent Cigarettes, *Time* magazine, *Newsweek*, Beacon Wax Co., Doeskin Tissues, Mystic Foam Rug Cleaner, Jackson & Perkins (rose bushes), Chase & Sanborn, Florist Telegraph Assn., Dial Soap, Kaiser-Frazer, International Silver, Pepperell Sheets, and Curtis Publishing Co.

The format of the program has been and is continuously changing. "Communicator" Garroway is assisted by such newscasters as Jim Fleming, who, this week, will report on world events from Europe via shortwave and also will film special interviews with European leaders for later showing on *Today*, and by Jack Lescoulie, among others.

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SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
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Send for free prospectus "Careers in Television"
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SRT (School of Radio Technique)
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316 West 57 St., New York 19, N. Y.
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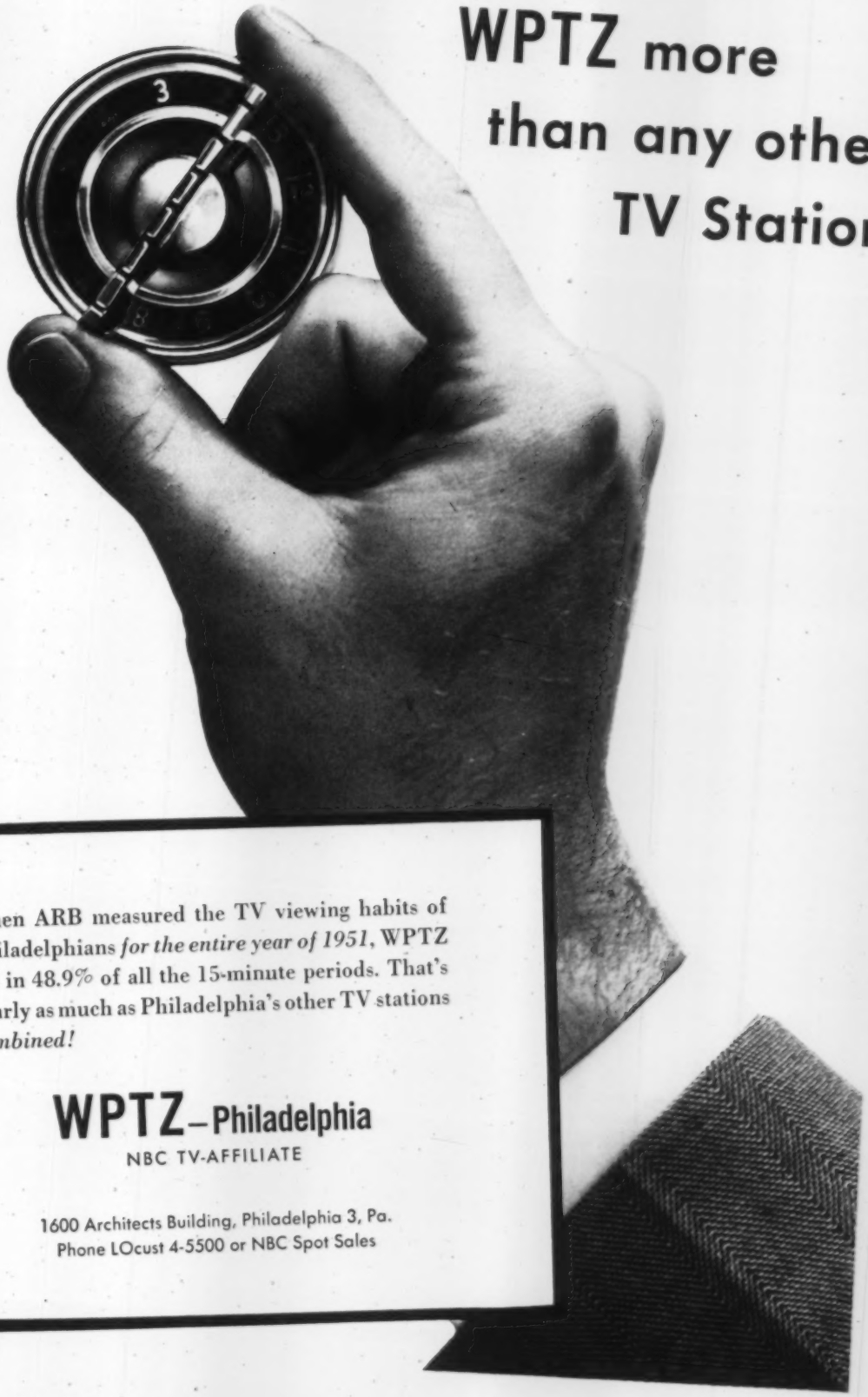
SRT-TV SRT-TV SRT-TV

Philadelphia tunes to WPTZ more than any other TV Station



When ARB measured the TV viewing habits of Philadelphians *for the entire year of 1951*, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations *combined!*

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

MOVIE SLUMP

Said to Have Begun Before TV

THE MOVIE industry was losing its grasp on the family's recreation dollar before television came on the scene, according to an article in the April 26 issue of *Boxoffice*, motion picture industry magazine.

The article is based on findings by Albert E. Sindlinger, Philadelphia, whose research firm has been conducting extensive research into the impact of video on motion pictures.

According to Mr. Sindlinger, the average family in 1941 was spending 23.9% of its recreation budget for movies. This had dropped to 13.5% in the pre-TV year of 1947, and further to 7.4% in 1951, which he calls the "TV saturation year."

Household expenditures for recreation increased 111% from 1941 to 1947, and 39.7% from 1947 through 1951, he said. He indicated that TV is not the direct cause for the downward trend of the movies' share of the recreation dollar. Other forms of entertainment were cutting into the percentage as early as 1941, he said.

Mr. Sindlinger said if the motion picture industry is to regain its share of the recreation dollar it must begin to examine the reasons why the average family is slowly whittling down its movie budget.

Three encouraging factors to movies, he said, are that population is on the increase, family income is rising and recreation budgets are up. The overall gross decline has been held to 11% since 1947, he said, because of the weight of population gain and increased admission scales.

WLTV (TV) DIRECTORS

Two Board Members Added

BROADCASTING Inc., owner of WLTV (TV) Atlanta, last week announced the election of two new members to its board of directors. They are William T. Lane, who has been vice president-general manager of WLTV since its beginning in September, 1951, and George E. Johnston Jr., president of the Johnston Broadcasting Co. (WJLD WJLN (FM) Bessemer, Ala.).

Officers of the corporation, all re-elected, include Walter C. Sturdivant, president; John O. Chiles, vice president; Mr. Lane, vice president-general manager; Clement A. Evans, treasurer, and Alfred Kennedy, secretary. All officers are board members. Other members of the board include Arthur L. Montgomery, Harris Robinson, James D. Robinson Jr. and Robert B. Troutman Jr.

CARRIED in 22 markets, *John Kieran's Kaleidoscope*, 15-minute United Artists TV series, has been renewed for fourth year in Philadelphia by Camden Trust Co. and in Pittsburgh by La Premiata Macaroni.

CHARLES H. CRUTCHFIELD (l), vice president and general manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., explains latest-type TV camera to Marios Ploritis, drama director, National Radio Institute of Greece. Mr. Ploritis, visiting America under auspices of the Dept. of State, met Mr. Crutchfield when the WBT executive was in Greece last summer on State Dept. special assignment.

Tuners for UHF

TV TUNERS produced by Standard Coil Products Co. Inc. always have been compatible with the needs of UHF and can be readied for UHF by substitution of coil strips for about $10 including installation, according to the firm's president, Glen E. Swanson. No additional expense for structural modification or a converter is needed, he said.

FILM SCANNER

DuMont Speeds Outp

"UNPRECEDENTED demand for Allen B. DuMont Labs' tw "film-scanner" pickup system newly developed method of brin ing TV viewers clear, sharp pi tures on film or recorded pro grams—has resulted in accelerate production schedules in order t make the equipment available fo delivery to broadcasters within months, Herbert E. Taylor, T transmitter division manager, an nounced last week.

When new model was introduce at a demonstration during th NARTB convention in Chicago las month, delivery date was set at months to two years. Due to in creased demand since then, M Taylor reported, "DuMont has re vised drastically its time schedu for introducing it commercially." The transmitter division has ob tained a priority manufacturing rating, and a special section ha been set up to handle production.

Engineers are already complet ing final plans for model's com mercial production "so that it wi be . . . available . . . at a tim when a large number of new broad casters are preparing to go on th air," Mr. Taylor said.

Advantages of new pickup are (1) Long life and low cost; (2) n operator is required, and (3) th "greatly simplified system" reduc wear and tear on film and is easi adaptable to any color TV system.

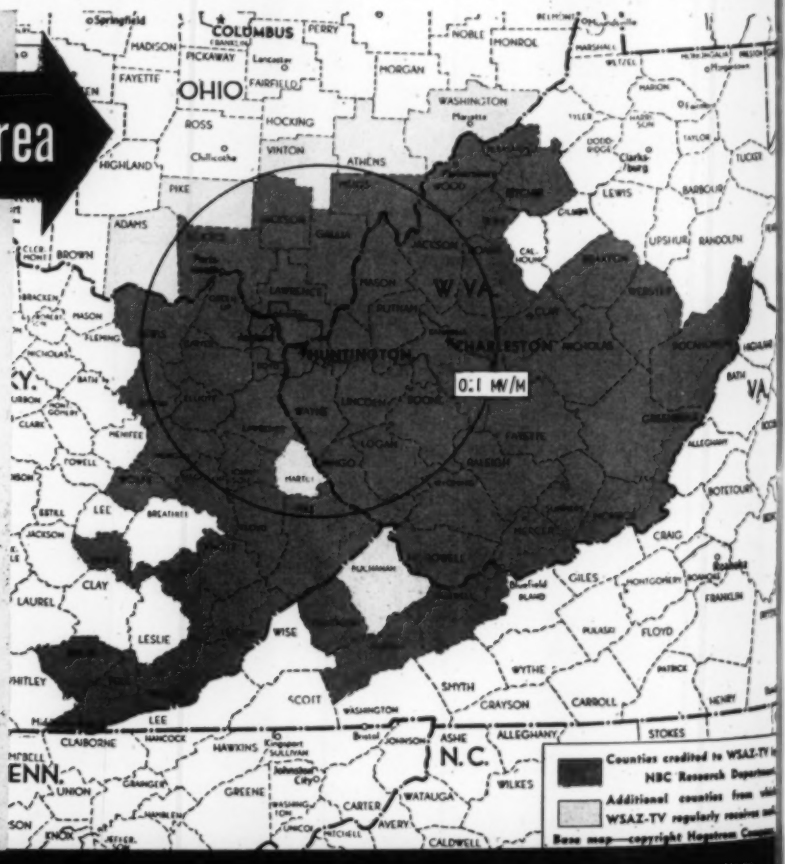
Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons

Here is a market larger than

PORTLAND

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

CUBAN VIDEO

Two Firms Engage Philco

TWO CUBAN firms have engaged Philco Corp. to equip and install television microwave networks in that country, Philco announced in Philadelphia last week.

For Circuito CMQ, operator of the leading radio and TV network in Cuba, Philco will build the largest TV microwave relay network outside the United States, it was stated jointly by James D. McLean, general sales manager of Philco Government and Industrial Sales, and Goar Mestre, president of CMQ and head of the Inter-American Assn. of Broadcasters.

CMQ plans call for a 16-hop microwave system over a 500-mile route from Havana to Santiago de Cuba, with first installations to be seven stations linking Havana and Santa Clara. Three channels will be provided for television and radio program service and three others for general communications use. The contract signed by William F. Tait, sales manager, industrial products, of Philco International Corp., schedules the equipment for immediate delivery with network operation to begin late this year.

Agreements with the Radiotelevision "El Mundo," S. A., Havana, approve plans for a 5-station, 4-hop TV microwave network extending 110 miles from Matanzas to Santa Clara, with intermediate relay stations at Jovellanos, Los Arabos and Manacas, and one channel for TV programming and another for general service communications. Agreements with Philco were concluded by Senor Ventura Montez, technical director of the El Mundo firm, with almost immediate delivery scheduled, and network operation to begin next winter.

FILM INVESTMENT

New Lushane Firm Formed

LUSHANE Investment Co., 450 S. Beverly Drive, Beverly Hills, Calif., has been organized to finance television and motion picture projects, headed on a partnership basis by Maxwell Shane, motion picture producer-director, and Sidney and Alfred Lushing, Beverly Hills industrialists.

First TV venture is a series of 104 quarter-hour films, *Art Linkletter & The Kids*, featuring interviews with children, under the banner of John Guedel Productions, Hollywood.

Title Dispute

RIGHT to use of the title, "Fraud," is being contested by Marcy Sapin, publisher of magazine, *Frauds and Answers*, and Kenneth Herts, who has readied production on a proposed TV film series bearing the title of *Fraud*. Mr. Herts, in an exchange of letters, claims that the word is a common English noun and is public property.

TV Aids Newspaper

FOUR-COLUMN photo of the first public atomic explosion, photographed from the 20-inch TV screen at WLWT (TV) Cincinnati, was printed in that day's final editions of the *Cincinnati Post*. Station carried the blast telecast in place of Ruth Lyon's *Fifty Club* TV show, which goes to NBC via WLWT (TV) facilities. The show's regular audience of women watched the blast over three studio video sets.

U. S. ECONOMY

To Absorb TV—Richards

THE United States economy will absorb television in stride and support the medium along with radio and other forms of advertising, Robert K. Richards, NARTB public affairs director, told the National Capitol Forge, American Public Relations Assn., at its luncheon last Monday.

Noting that there is one business to every 40 persons, Mr. Richards said broadcasters are holding their own except in areas with too many stations.

Calling attention to public misunderstanding of NARTB's attitude toward educational TV, he said the association, during FCC hearings, warned against waste of TV facilities because of the practical problems facing educators planning to build TV stations, but said it is actively in favor of educational programming.

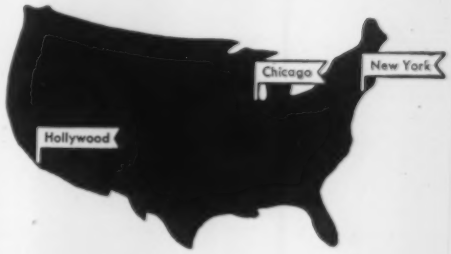
If state universities go into television, he said, taxpayers will be supporting the stations. Broadcasting and TV should be kept as free of government restrictions as possible, he suggested, since any such restriction cuts into individual liberties. He recalled that only a half-dozen educational radio stations remain of the 150 AM stations once on the air. He said broadcasters are doing an outstanding educational job.

Mr. Richards explained the FCC's recent TV allocations and warned that the United States "will not sprout TV towers overnight."

Trident Film Series

TRIDENT Films, New York, is preparing production of 13 fairy tales featuring the Salzburg (Austria) Marionette Theatre for filming in Europe and ultimate release both to television and theatres. Previous puppet films by Trident, formerly James & Schwep, include "Night Before Christmas" and "The Nativity," shown nationally on TV last December. Salzburg Marionettes are TV veterans, too, having had a repeat spot on the Ed Sullivan show (CBS-TV) after a 50-city "in person" tour of the U. S. last fall.

coast-to-coast service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios
DIVISION OF ELECTROGRAPHIC CORPORATION
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

*based on latest Memphis distributors' figures

WMCT

National Representatives The Branham Co.

Channel 4 • Memphis

Affiliated with NBC

Owned and operated by THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

Memphis ONLY TV Station

WMC WMCF WMCT

CANCER DRIVE AID

TV-Radio's Help Lauded

RADIO and television were responsible for a large part of the success of the American Cancer Society's 1951 campaign for education in cancer detection, according to the society's 1951 report, just published.

The report indicated a total of 11,221 radio transcriptions distributed and exhibited or broadcast to audiences all over the country. Two transcribed educational programs used on radio included 689 sets of *Music America Loves*, a series of musical programs with short talks on cancer, and 372 sets of *Life's Fuller Measures*, a series of dramatic sketches presenting cancer as a human program to be surmounted by timely action. Among visual features aired via television was *Worry and Doubt*, a short motion picture stressing the futility of worrying and doing nothing about cancer.

Individual stations not only carried transcriptions but also went all-out promotion-wise on behalf of campaign funds. Typical of the reports received by BROADCASTING • TELECASTING as of last Thursday were these:

A "Lights On" cancer drive capped efforts in the Troy-Albany-Schenectady area, with WTRY Troy, N. Y., participating. Program Director Randy English produced a one-hour program featuring members of the touring Movietime USA troupe—Greer Garson, Audrey Totter and Victory Jory—in taped sequences. Vern Cook interviewed the stars on tape, later incorporated as background for the program.

WHAS-AM-TV Efforts

WHAS Louisville, Ky., set up a large display at the Merchants Home Show at the Jefferson County Armory, with photographs of WHAS-CBS radio-TV stars. This proved a natural tie-in with the Kentucky Chapter, American Cancer Society, which occupied adjoining booths. WHAS interview programs thus attracted large crowds near the display and cancer contribution boxes.

WHAS-TV designated April 26 as C-Day, featuring a nine-hour telethon of local programming designed to stimulate donations. Setting a goal of $11,000 in pledges, WHAS television turned telephones over to police, sports and celebrities. Special feature was a dramatic film, *Victory*, and a presentation of the society's award to a Kentucky woman for the outstanding contribution.

WKY-TV Oklahoma City telecast an interview with a local cancer victim (whose larynx had been removed) on its daily *Guest Room*. Also appearing on the program were a physician who performed the operation, a specialist-board chairman of the Oklahoma Cancer Society and the director of the society's volunteers.

KIST Santa Barbara, Calif., went to bat for the cancer society with a show highlighting the talents of several Hollywood stars and celebrities from other radio stations. Show was coordinated by A. Staas and included Bob Hope, Ted Williams, Walter O'Keefe, Martin & Lewis, Fibber McGee & Molly, Phil Harris and Alice Faye, and Stan Kenton. Telephones were manned all night to take pledges.

WHITE HOUSE

President Guides TV Tour

THREE TV networks—NBC, CBS and ABC—arranged to carry a guided tour of the rebuilt White House, scheduled last Saturday afternoon at 4 p.m. (EDT). President Truman was to serve as host to the nation, giving the nation-wide audience an intimate glimpse of the White House.

The President was to give a running commentary on the decorations and the historical background of the public rooms on the first two floors. Mr. Truman agreed to conduct the TV tour so millions of television viewers could see what the White House looks like now.

Major radio networks and many independent outlets were to broadcast a condensed version of the President's commentary for later in the week end with ABC scheduling 8-8:30 p.m. and MBS, 11:30-11:55 p.m. Saturday.

Renovation of the White House was completed recently at a cost of roughly $5,700,000. Long lines of visitors have been taking a public tour of the Executive Mansion since it was reopened, with as many as 5,000 able to crowd through it a single day. Many millions of viewers were offered the chance to see the mansion simultaneously in their own homes and at the same time hear the President in his ad lib description of the historic rooms and furnishings.

Construction Forms

APPLICATION form (CMP 4-C) for materials to be used in radio-TV broadcasting and other construction projects has been revised by the National Production Authority. Space is provided in new form to answer certain questions formerly listed on separate sheets. Additionally, a new section was added requesting information sought by the Defense Electric Power Administration which evaluates electric power projects. Broadcasters filing for authorized materials (as distinguished from those minor projects under self-authorization) need not fill out this provision which pertains to bids for use of 2,000 kw or more power. Forms and modified instruction sheet are available from NPA, Washington, or Commerce Dept. field offices.

Strictly Business

(Continued from page 12)

every housewife's kitchen shelves. This was accomplished, to a large degree, through advertising on such AM programs as Don McNeill's *Breakfast Club* (ABC radio, 9-9:15 a.m. EDT weekdays) and *The Second Mrs. Burton* (CBS Radio, 2-2:15 p.m. weekdays) as well as by hitch hiking on other vehicles in the well-filled General Foods' radio garages.

Describing himself as "a typical American guy," Mr. Cleaves fits that category, perhaps, in only one way. That is, he doesn't like joining clubs. Spending as much as 30% of his time traveling for General Foods, he seems to prefer staying at home, once he gets there. Mr. Cleaves' business travel is corollary, however, to one of his business beliefs: in spite of advertising volume, it is still the point of contact and the sales organization that counts. He strongly recommends that people going anywhere in advertising have sales experience and a thorough knowledge of the retail-wholesale relationship.

Born in Lowell, Mass., in 1911, Mr. Cleaves attended the Thayer Academy to prepare for Harvard, where he was graduated with a major in corporate economy with the class of '33.

First job was in sales promotion with American Tissue Mills, Holyoke, Mass. He left three years later to join General Foods in 1936 as a retail salesman in Boston. Quick assignments followed for him, a member of the subsidiary Diamond Crystal & Colonial Salt Co., in Providence, R. I., Chicago, and the division home office, St. Clair, Mich., where he became associated merchandising manager. He was promoted to general sales manager of the division in February 1949.

In September 1950, he was sent to New York as associate sales manager, Jell-O Division, to be appointed sales and advertising manager of the same division in January, 1951. Then, two weeks ago, Mr. Cleaves was named marketing manager for Associated Products: Jell-O, Minute Rice and Minute Tapioca, Calumet Baking Powder and Certo products.

Mr. Cleaves and his wife, the former Barbara Morrison, live in Darien, Conn., with their family of three children — Deborah, 15; Craig, 12, and Linda, 11. Given a chance, the whole family will rush to New Harbor, Me., for beach life, fishing, and—under paternal direction—"the finest clam bake you ever saw."

NBC JONES TWINS

Cameramen Cover Turkey

PERIPATETIC Jones Twins, globe-trotting NBC television cameramen, are currently extending their chain of film exclusives, latest of which was shown on the April 20 edition of the NBC telecumentary, *Battle Report—Washington*.

The twins, Gene and Charles, and Genes wife, Natalie, now overseas, sent back 4,500 feet of film depicting activity along the Turkish-Russian frontier, filming of which has never before been permitted. The Jones trio accompanied the Turkish army in maneuvers through snow-capped mountainous terrain.

From Turkey, the Jones trio flew to Rome where they covered Easter ceremonies. Films shot of the political situation along the Suez Canal also were shown on *Battle Report*.

Jones twins may be remembered for their film of Robert Vogeler in Vienna just after his release from Hungary, and their Easter 1951 of Pope Pius XII addressing the multitude in St. Peters square.

NEW TV TUBE

Allows Two-Band Tuning

TV RECEIVING tube permitting construction of television tuning units for both present VHF channels and the ultra high frequency channels to be used in the future was reported Wednesday as developed by the General Electric tube department.

The tube makes possible a combined tuning system for both bands of TV channels, according to GE tube engineers, who said a combined tuner should include an oscillator tube, a radio-frequency amplifier and mixer tube, the type GE is announcing.

GE engineers said production began on the oscillator tube last fall and that the radio-frequency amplifier was displayed for the first time in March at the Institute of Radio Engineers' national convention in New York.

The new mixer tube, like its predecessors, they said, covers with its frequency range the entire band of television frequencies. All three tubes will be built at the firm's Owensboro, Ky., receiving tube plant. The new mixer tube has designated type 6AM4.

Cantor's Blood Drive

NBC radio and TV comedian Eddie Cantor has been commended for helping the American Red Cross blood plasma drive by New York's Acting Mayor Rudolph Halley. In urging that New Yorkers support the blood donor program, Mr. Halley cited the network comedian for "personally extending himself to bestir public apathy" about military needs for plasma. Mr. Cantor scheduled a series of one-man shows, for which a blood donation will serve as admission, starting in Boston last Tuesday, followed by daily performances in Baltimore, Cincinnati, Cleveland, Buffalo and Chicago.

A TV FILM PRODUCER
IS KNOWN BY ITS CLIENTS
Here are a few of the 125 national advertisers using Alexander-produced television film commercials:
Bordan :: Community Silverplate :: Continental Air
Lines :: Drexel :: Elgin :: Frigidaire :: Fritos
Haggar Slacks :: Lincoln-Mercury :: Magic Chef
Motorola :: Philco :: Purina :: 7-Up :: Sieberling
Supreme Bakers :: Union Pacific :: Youngstown Kitchens
Since 1919, the world's largest producer of short length film commercials
ALEXANDER FILM CO.
COLORADO SPRINGS
NEW YORK
DALLAS
CHICAGO
DETROIT
HOLLYWOOD
SAN FRANCISCO
UNION PACIFIC RAILROAD
The Press
ALL NEW CYCLA-MATIC FRIGIDAIRE
Borden's
Milk

film report

Production . . .

Dean Martin and **Jerry Lewis**, stars on NBC-TV *Colgate Comedy Hour*, plan to produce and direct a half-hour TV film series titled *Dean Martin and Jerry Lewis Playhouse*. Their Colgate contract prohibits them from acting in the series. An advisory board to select new TV talent comprises **Janet Leigh**, **Tony Curtis** and **Jeff Chandler**.

* * *

Jerry Fairbanks Productions, Hollywood, now shooting *The Greatest Mother*, a special half-hour TV film for Mother's Day presentation by the *Family Theatre*, has added **Ethel Barrymore** and **Ruth Hussey** stage-film stars, to cast also headed by **Loretta Young** and **Gene Lockhart**. Miss Barrymore, signed for series by **Interstate Television Corp.**, will make this her TV film debut and read from the Scriptures. Miss Hussey, for the fourth time for Family Theatre, will portray Mary, Mother of Jesus.

* * *

Don Ament Productions, Hollywood, is now filming half-hour TV fairy tale series, *Once Upon a Time*, the first of which is *The Goose Girl*. Each film is laid in the home of a woodcarver who, as he carves figures, relates stories to two children. Already cast are **Lois Butler**, young film actress-singer; **Don Jorneaux**, dancer with the Sadlers Wells Ballet; **Maurice Cass**, film actor, and **Mary Scott** (Mrs. Cedric Hardwicke). **Muriel Brown**, children's short story writer, is adapting the scripts and **A. Barr-Smith**, English producer-director, is directing. **Don Ament**, Southern California artist, is the executive producer; **Richard Avonde**, is the producer, and **Leon Chooluck** is production supervisor.

* * *

Reynolds Productions, Beverly Hills, has consummated deal for **Screen Televideo Productions** to film the first series of four half-hour TV programs for the **duPont Co.**'s *Cavalcade of America* on NBC-TV. Production is to begin within few weeks.

* * *

Allegro Pictures Inc., North Hollywood, Calif., and **Bernard Tabakin**, Beverly Hills TV program packager, have concluded arrangements with **Jacques Gauthier**, head of **Enterprises Generale Cinematographique**, Paris, for a half-hour TV film series to be produced in France. Allegro Pictures and Mr. Tabakin will supply the star, director, scripts and writer. Allegro will handle distribution in the U. S.

* * *

Werner Janssen Productions, recently formed in Hollywood to produce 100 three-minute color TV films, has filed incorporation papers listing **Stanley Neal**, industrial film producer, as president; **Werner Janssen**, composer-conductor, vice president, and **Sobey Martin**, TV film director, secretary. The firm is capitalized for $150,000.

* * *

Sol Lesser Productions, Culver City, acquires 1,010,000-foot film library of **Burton Holmes'** travelogues to be re-edited and released as TV short subjects and theatrical features. The library also includes 26 features in color and represents Mr. Holmes' career as an adventurer-with-camera. His associate, **Robert Mallett**, joins Mr. Lesser to write and deliver narration for the re-edited releases.

* * *

Sales . . .

Edward Lewis Productions, Hollywood, will begin series of 26 half-hour TV films on CBS-TV May 30 for **Joseph Schlitz Brewing Co.**, Milwaukee. Featured will be **Irene Dunne** as narrator-m.c. and **Dan Duryea**, **Eddie Albert**, **Jane Wyatt** and **Teresa Wright** among others in leading roles.

* * *

Hal Roach Jr. and **Carroll Case**, co-producers of **Showcase Productions**, Culver City, signed by **Philip Morris & Co.** for 26 more half-hour TV films in *Racket Squad* series. Shooting started last week.

* * *

Spratt's Patent Ltd., Newark (dog biscuits), has started *Crusader Rabbit*, TV cartoon film series produced by **Jerry Fairbanks Productions**, Hollywood, on WCAU-TV Philadelphia for 13 weeks trial run preceding national distribution under the same sponsorship, scheduled for September. Agency is **Paris & Peart**, Philadelphia.

* * *

Harris - Tuchman Productions, Hollywood, completed series of eight TV film commercials for **Louis Milani Foods Inc.**, Los Angeles (Cimarron Sauce, Buccaneer and Thousand Island Dressing). Agency is **Leonard Shane Adv.**, Los Angeles.

* * *

Film People . . .

Edward Arnold, film actor and star of *Mr. President*, on ABC radio, and **Diana Lynn**, film and TV star, have joined **National Repertory Theatre Inc.**, Hollywood, on a partnership basis. The company is producing TV films to be released by **Interstate Television Corp.**

* * *

George Stevens, motion picture director and 1952 Academy Award winner for Paramount's *Place In the Sun*, has been signed to direct the first TV film in **Hal Roach Studios**, Culver City, *The Dramatic Hour* series.

* * *

Screen Gems Inc., Hollywood, signs **Rhys Williams**, **Elizabeth Risdon** and **Regis Toomey**, stage-film actors, for half-hour TV film, *Crossroads, U. S. A.*, now being produced by **Jules Bricken** for **American Petroleum Institute.**

* * *

Bing Crosby Enterprises, Los Angeles, signs **James Agee**, co-author of the screenplay for *African Queen*, to adapt script of pilot film for *Trauma*, a half-hour TV series. Original story, *The Chase*, was written by **Bernard Girard** and **Richard Doroso**, producers of the series.

* * *

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures Corp., has signed **Arthur Franz**, stage and film actor, for leading role in *Government Is Your Business*, second in series of TV films which company is producing for the Christophers, Catholic study group. Featured in film are **Tom Powers**, **Douglass Dumbrille** and **Minna Gombell**. Teleplay is based on writing of **Father James Keller** and was adapted by **David Dortort** and **Cyril Hume**.

* * *

Phillip Terry, film actor, signed for leading male role opposite **Gloria Swanson** in *Short Story*, first of half-hour films in new TV series, *The Gloria Swanson Show*, produced by **Tele-Voz Co.**, Mexico City, for distribution by **Simmel-Meservey TV Productions Inc.**, Beverly Hills.

* * *

Allan Miller, vice-president, MCA (Beverly Hills talent agency) motion picture department, and **George Stern**, radio-TV department, transfer to **Revue Productions** (subsidiary MCA), in charge of production.

* * *

Clayton Moore, star of *Lone Ranger* TV film series produced for General Mills by Jack Chertok Productions, assigned a role in Columbia Pictures Corp. feature film, "Son of Geronimo."

SAG-ATFP PACT

Negotiations Continue

WHILE collective bargaining negotiations continue for a new contract covering actors in TV film, Screen Actors Guild's new daily and weekly free-lance minimum salaries of $70 per day and $250 weekly, will be put into effect May 8 in an agreement worked out between the guild and the Alliance of Television Film Producers.

Besides ATFP members, in agreement also are Hal Roach Productions, Roland Reed Productions and Cascade Productions. Previous salaries were $55 and $175. Additional money agreed upon will be held in reserve by the producers until Wage Stabilization Board approval is obtained. Bargaining continues on all SAG proposals including rates for weekly free lance actors in multiple pictures, and additional payment to talent for re-use of television films in which they appear. Present SAG contract with these producers expires June 24.

Actor Retains Rights

RADIO and television rights to his own services are retained by Broderick Crawford, in a new contract negotiated by the actor with Columbia Pictures Corp. New agreement replaces his original seven year contract. Under agreement worked out by his representative, Al Melnick, the film star is to make two Columbia pictures yearly for the next seven years and also be available for one outside movie per year, but reserves all radio and TV rights for himself.

WOW-TV

leads the way in Midwest Television

★ WOW-TV serves one of the fastest growing TV markets in the United States.

★ Every day an average of 125 families is added to the WOW-TV audience.

★ Present total now well over 125,000 sets!

★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

RANGERTONE

BEST FOR TV FILMS

USED BY

STUDIO FILMS, INC.

250 Pettibone Road, Solon, Ohio

SYNC-SOUND

RANGERTONE

73 WINTHROP ST

NEWARK 4, N. J.

TED BATES & Co. members preparing appeal for Ad Council's Armed Forces Blood Donor Campaign are (l to r) David Babbitt, TV copy writer; Gene Lesser, TV coml. supvr.; Herbert Gunter, TV coml. supvr.; John M. Lyden (standing), partner and dir. of agency task force; Les Weinrott, Radio-TV dir.

AT FAREWELL luncheon hosted by NBC Hollywood are (l to r) Thomas B. McFadden, new dir., NBC natl. spot sales; John K. West, v. p., NBC Western Div., and Donald A. Norman, new KNBH (T) Hollywood gen. mgr.

WINNERS of Art Director Club of Los Angeles award for best TV film commercial are Ted Parmelee (l), art dir., U. S. Navy Film, and Steve Bosustow (r), pres., United Productions of America, Burbank, Trudy Wroe (c) is queen of club show.

AT WLWC (TV) Columbus, Ohio, reception-dinner are (l to r) Miss Katherine Fox, dir., Crosley special broadcast services; Burr Tillstrom, of NBC's *Kukla, Fran & Ollie;* FCC Comr. E. M. Webster; James Leonard, WLWC manager, and Fran Allison, of *Kukla, Fran & Ollie.*

APPROVING plans for KECA-TV Hollywood weekly telecast of boxing from Hollywood Legion Stadium are (seated) Phil Hoffman, KECA-TV mgr.; standing (l to r) William P. Laffin, American Legion stadium committee chairman; Hank Weaver, station sportscaster, and Edward Underwood, comdr., Post No. 43.

CHECKING Ekco items to be advertised on *The Goldbergs* on NBC-TV are (l to r) Charles Standard, NBC-TV salesman; John Brooks, Ekco gen. sls. mgr.; Montgomery McKinney, v. p.-acct. exec., Earle Ludgin agency, Chicago, and Earl W. Lewis, Ekco adv. mgr.

POLITICAL PUNS

AAAA Hits Comics' Gags

SPONSORS backed by the American Assn. of Advertising Agencies, alarmed by the growing trend of TV comedians to poke fun at prominent political figures, plan measures to curb the practice.

The culmination came April 27 on NBC-TV's Red Skelton Show, when the comic made an indirect reference to President Truman presumably causing viewers to tie in the phrase, "Number One Idiot," with Mr. Truman.

Fear has been growing for some time that if talent and writers refuse to adhere to codes established by networks, sponsors and their agencies, the government might set up control measures in the form of censorship or legislation.

Canadian TV Sales

SALES of television receivers in Canada climbed from $12,948,000 in 1950 to $20,836,000 in 1951, according to data released by the Dominion Bureau of Statistics at Ottawa. At the same time, radio receiver sales fell off from $59,160,000 in 1950 to $51,452,000 in 1951. There were 754,000 radio receivers sold in 1951, compared to 759,000 the previous year. Television sets sold in 1951 totalled 39,200 compared to 29,600 in 1950. Practically all television receivers were sold in southern Ontario.

BALTIMORE SPORTS

TV Aids, Not Hurts Gate

BALTIMORE experiment April 21 indicated video helps rather than hurts sports gate receipts there when the Squires Club staged the Coliseum boxing card without radio or TV coverage, according to Robert B. Cochran, WMAR (TV) Baltimore program director.

Mr. Cochran said Sports Editor Jesse A. Linthicum's column in *The Sun* reported the night's receipts, normally averaging $400, with television sponsorship running the figure up to between $1,500 and $1,800, totaled only $207, an all-time low, with no other local sports competition that night. Wrestling, too, is being aided by TV, he said, with 1951 attendance double that of 1950 and current figures above those of last year.

Kaltenborn Awards

THE KALTENBORN Foundation, established to promote scholarly activities in the communication of ideas through radio, television and the press, has announced one or two fellowships are now open for the 1952-53 scholastic year. Application blanks will be forwarded upon request to the Foundation, 167 East 64th St., New York City 21. Recent fellowships went to students at Miami U., U. of Munich, and Free U. of Berlin.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

SET SALE FRAUDS

RTMA-BBB Fight

ACTION to protect the public from fraudulent methods in the sale and servicing of television sets has been taken by Radio-Television Mfrs. Assn., in cooperation with the Assn. of Better Business Bureaus.

The two associations have jointly prepared an 11-page booklet titled, "Things You Should Know About the Purchase and Servicing of Television Sets." It was prepared by the RTMA Service Committee in cooperation with the Television Service Bureau of BBB, developing from an idea first carried out by the New York BBB.

Television sets are complicated and need some servicing from time to time, but the prudent person should suffer few headaches when buying and using a TV receiver, according to the consumer booklet.

"Remember these basic points," the consumer is reminded: "First of all, what you are purchasing is television reception. Your responsible dealer wants you to have it. He will demonstrate for you at his place of business. Many dealers also will arrange for a home demonstration prior to purchase. The set probably will perform better in your home than in the dealer's place of business, if you are in a favorable location.

"Get it in writing. The grandest promises may not do you any good unless they're down in black and white.

"Read before you sign. This means your bill of sale, installment contract if any, manufacturer's warranty and service contract. Know what you are getting and how you are covered before you buy. Retain your bill of sale—it is important should there be need to establish warranty status in respect to date of receiver purchase.

"When in doubt, find out. If still in doubt, call or write the local BBB or manufacturer's distributor in your area."

Noting that television is probably the nearest thing to a miracle that most persons will see in their lifetime, the booklet notes:

"A television set is also a commodity when you're buying one or having one repaired or serviced. Amazing as they are, they are sensitive instruments and they have limitations. Because of some misunderstanding concerning these limitations and concerning the proper method of approach to the purchase and operation of a television receiver, RTMA and BBB have put out this booklet."

There are a few irresponsible operators in TV, as in every business, the booklet warns, explaining it is designed to protect the public from such organizations. Topics covered in the booklet include antenna, manufacturer's warranty, service, service contracts and types of service contractors. In addition, there is background material covering TV signals, equipment and types of interference.

Radio commercials of two New York City appliance dealers, offering to "store" TV sets and washing machines in listeners' homes and to pay $1 per week for the privilege, provoked action from the local Better Business Bureau, according to its April report.

Offer was made, according to the commercials, due to an urgent shortage of warehouse space in New York. After investigation, BBB reported the space shortage as "exaggerated" and that, regardless of any real shortage, just one TV set was "stored" in each household, with the purpose of making a sale. On these grounds, BBB requested the advertisements be discontinued, and one dealer, Bedford Radio Sales & Service, stopped the commercial immediately while the other, Sunset Appliance Stores, withdrew its ad within 24 hours after the bureau issued a public statement condemning the promotion.

SAFEGUARDS for public in buying and enjoying TV sets have been drafted by RTMA Service Committee, working with Better Business Bureaus. RTMA Committee members are (seated, l to r): D. R. Creato, RCA Service Co.; F. L. Granger, Stromberg-Carlson Co.; E. W. Merriam, Sylvania Electric Products; Joseph S. Durant, GE Supply Corp.; David Davis, General Electric Co.; R. W. Felber, Stewart-Warner Electric Div.; Ray J. Yeranko, Magnavox Co.; C. E. Hoshour, Belmont Radio Corp.; unnamed visitor; A. H. Kuttruff, Westinghouse Electric Corp.; N. J. Cooper, Hallicrafters Co., Frank E. Smolek, Zenith Radio Corp. Standing, Albert Coumont, RTMA service manager; A. W. Kramer, Richard H. Schneberger, G. F. Hoppmann, Crosley Division; Harold J. Schulman, DuMont Labs. ; Fred Abrams, Emerson Radio & Phonograph Corp.; John M. Woodland, Motorola Inc.; John F. Rider, publisher; F. B. Ostmann, Capehart-Farnsworth Corp.

BOOK PUBLISHERS

Enlist TV as Sales Aid

GROUP of 18 national publishers and 27 Southern California retail book stores in a cooperative deal combined forces to have television, often blamed as their main competition, sell books for them.

KNXT (TV) Hollywood's *The Valley Book Parade*, weekly half-hour program which started two weeks ago, features Lorita Baker Valley, book reviewer and lecturer of 25 years experience, and her daughter, Pat, leading discussions on books with writers, commentators and literary authorities.

New York publishers, co-sponsoring program, are: Thomas Y. Crowell Co., Crown Publishers, Doubleday & Co., E. P. Dutton & Co., Farrar, Straus & Young, Houghton Mifflin Co., The Greystone Co., Lane Pub. Co., Little, Brown & Co., McGraw-Hill Book Co., Prentice-Hall, G. P. Putnam's Sons, Random House, Rinehart & Co., Henry Schuman Inc., Simon & Shuster and Viking Press.

Agency is Jack Case Adv. Counselor, Los Angeles.

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

NU-NBC INSTITUTE

Agenda Set for Chicago

ON-JOB training will be given for the first time this year to students attending the annual Northwestern U.-NBC Summer Radio Institute in Chicago. Advanced students will be eligible to enroll for the seminar-internship in broadcast production during the six-week session of professional courses.

Those selected must have backgrounds, aptitudes and interests which indicate "a capacity for achievement in that area of study," according to the co-directors of the institute, Judith Waller, director of education and public affairs at NBC Chicago, and Donley Feddersen, chairman of the department of radio and television at Northwestern. Interns will spend 30 to 40 hours weekly as observer-workers in an NBC Chicago radio or TV production department with on-the-job training in their selected field.

Twelve regular courses will be offered during the institute, covering programming, production, writing, sales, management, public service, news and announcing, with both radio and television included in most of the courses. Television alone will be studied in television station organization and television directing and production, which will be taught by, respectively, George Heinemann, TV program manager at NBC Chicago, and Ben Park and Don Meier, producer-directors there.

Other courses and instructors:

Radio and Television Today, a symposium conducted by Mr. Feddersen with broadcast experts; Radio and Television Announcing, Louis Roen, announcer; Radio-Production Procedures, Homer Heck, radio program-production manager; Music for Radio and Television, Ralph Knowles, radio production-director.

Sales and Management, Richard Fulkner, local radio sales; Dramatic Writing, Martin Maloney, assistant professor of radio, Continuity Writing, Lyle D. Barnhart, assistant professor of radio; News and Special Events Broadcasting, Baskette Mosse, assistant professor of radio, journalism school; Program Planning and Building, Charles Hunter, assistant professor of radio; and Public Service Broadcasting, Miss Waller.

Enrollment is limited to persons with experience in broadcasting or related fields and to "especially talented newcomers," Miss Waller said. Classes will be at NBC studios in Chicago and on the NU campus at Evanston.

WJLB Detroit last month entered its 27th year of broadcasting. Toasting completion of 26 years of operation are (l to r) Richard Pavey, music director; George R. Kendall, station manager; Edwin E. Nyy, assistant to the president; E. H. Clark, chief engineer, and E. V. Hay, commercial manager.

PARTS SYMPOSIUM

Set in D. C. May 5-7

CAMPAIGN of electronics manufacturers and users to improve quality of the parts that go into equipment is arousing widespread interest in industry and government, according to Radio-Television Mfrs. Assn. Registration for a three-day symposium on quality of components is running far ahead of the rate last year.

Sponsoring the symposium, to start today (Monday) at the Interior Dept. auditorium, Washington, are American Institute of Electrical Engineers, Institute of Radio Engineers and RTMA, with active support of the National Bureau of Standards and Dept. of Defense.

Some two-score representatives from other countries are expected to attend. Sessions will be held during the day, except for an evening discussion on transistors. Symposium headquarters will be the Roger Smith Hotel.

WALK AM-FM ON AIR

Patchogue, L.I., Dedication

WALK-AM-FM Patchogue, L. I., is now on the air after dedication ceremonies last month. AM station is on 1370 kc with 500 w daytime. FM outlet operates on 97.5 mc. Officers include Nils E. Segerdahl, president-general manager; William K. Macy Jr., vice president-treasurer, and John Wallace, secretary.

WALK is owned and operated by the Suffolk Broadcasting Corp. and is located in South County Shores, East Patchogue. Other staff members include Douglas Way, news editor; Arnold Lewis, sports director; Edmond Robbins, assistant news editor; Vincent Ranieri, engineer; Walter Luce, engineer-announcer; Phillip Roll, traffic manager; Bob Early, morning personality; Leon Fremault, staff announcer-farm director; W. K. Macey Jr., vice president; Jack Ellsworth, program director; Mrs. N. Segerdahl, secretary-bookkeeper; Ailene Sybil, women's editor; Walter Bates, commercial manager, and Owen Marlow, announcer-engineer.

WSB Okays Guild Pact

NEW minimum wage agreement between Radio and Television Directors Guild and CBS Television in Hollywood, retroactive to Feb. 1, 1951, has been approved by the Wage Stabilization Board. Contract, affecting about 35 persons, calls for floor managers' starting rate to be $85 for a 40-hour week, progressing to $100. Directors start at $125, receiving $145 at the end of the first year. They receive additional fees for commercials.

NEW restaurant is being opened by Larry Finley, disc m.c., KFWB Hollywood, on Sunset Strip in that city. His programs will originate from there.

28 YEARS OF Leadership!

590 K.C.

BASIC NBC

A MEREDITH STATION

5000 WATTS

OMAHA + 200 COUNTIES

ROOM 280—INSURANCE BUILDING

JOHN BLAIR & CO., REPRESENTATIVE

Something to sing about . . .

KWK is the radio buy in St. Louis!

You'll find KWK's LOW—low cost per 1000 radio homes delivered gives you results for a song!

Your Katz man has the facts—based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

ACCORDION folder promotion piece, released by CBS Radio, declares "It's no secret that the Housewives' Protective League proved the most sales effective participating program in all broadcasting." Cartoon characters whisper this message from ear to ear with 16 success stories given as examples of show's pulling power.

GUEST APPEARANCES

WELL known civic leaders and personalities in the Atlanta area are invited to be "disc jockeys of the Day" on new program, *It's Your Mike*, on WSB there. Guest is encouraged to tell his personal story or give information on a current community project or drive as well as introduce his favorite music.

UN INTERVIEW PROGRAM

INTERVIEW program, *Spotlight on the UN*, is being carried by Liberty Broadcasting System in cooperation with United Nations Radio daily from 8:30-8:45 p.m. EDT. Show features discussion with UN delegates and correspondents and celebrities, and highlights UN activities in various fields.

MERCHANT SALUTES WCHS

QUARTER-PAGE advertisement in both local Sunday newspapers was used by a Chevrolet dealer to salute WCHS Charleston, W. Va., as a good advertising medium. In the ads, the dealer pointed out that Chevrolet and WCHS made a good team.

the WHLI story

WHLI's BIG SUMMER BONUS

275,000 additional residents on Long Island during June, July, August and September!

ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET*

*Conlan latest share of audience: Daytime, February 1952, Hempstead, L. I., N. Y

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
PAUL GODOFSKY, PRES.
the voice of long island

REPRESENTED BY RAMBEAU

programs promotion premiums

FREE JELL-O CUT-OUT

FREE cut-out puppet show with the purchase of three Jell-O Puddings is being offered as part of give-away series planned by the Joseph Jacobs agency, N. Y., for concentrated promotion in the New York Jewish market. Puppet cut-out features Menasha Skulnik, leading Jewish comic, and star of the Jell-O Pudding show over WEVD New York.

NEW POLITICAL WRINKLE

AMONG special guests to be heard in WMT Cedar Rapids' special convention coverage in Chicago are winners of WMT's high school essay contest. More than 300 Iowa schools participated in the contest, with pupils writing on the topic, "Why I Would Like To Attend the Republican (or Democratic) National Convention." Two winners are to be selected from each party. Together with their teachers, the young winners are to air their views from Chicago. This political convention coverage will climax WMT's 20-program package, *Politics Is Your Business.*

RADIO-MOVIE TIE-IN

CONTRACT with Pacific Drive-In Theatres has been signed by KLAC-AM-TV Hollywood calling for reciprocal plugging of theatres' motion pictures and station's radio programs. Disc jockeys have recorded programs describing their show which will be played before first feature and during intermission. KLAC will advertise drive-in's feature between 5:30 and 7 p.m. daily spotting it twice in the afternoon and three times in the evening.

TRANS-ATLANTIC TV

FIRST STEP toward trans-Atlantic telecasting was believed achieved April 27 by WTVN-TV Columbus, Ohio, and BBC in London, when the two produced *Youth Has Its Say*, regular WTVN weekly junior town meeting show, with the audio portion comprising questions and answers relayed live via radio-telephone and the video portion comprising pictures shot in advance in London. Planning took more than a year, station reports.

AIMED AT HOUSEWIVES

DAYTIME TV show for a housewife audience was aired for first time April 28 by WTCN-TV Minneapolis-St. Paul. New show is telecast Monday through Friday, 1:30-1:45 p.m. Format combines consumer information, community activities, exercise demonstrations, hit tunes and guest speakers.

CHURCH CHOIR SERIES

SERIES featuring choirs of area Protestant churches has begun at WCCC Hartford, Conn. Greater Hartford Council of Churches and American Guild of Organists are cooperating with station to present *The Churches Sing.* More than fifty choirs are expected to participate. Programs will be taped during the week so singers will be able to hear themselves at broadcast time each Sunday.

WTJN SHUT-IN BROADCASTS

PROGRAM designed to reach community's shut-ins is being aired by WTJN-AM-FM Jamestown, N.Y. Radio coverage has been provided for weekly visits made to homes of invalids by members of city's Good Neighbor Society. Station reports programs have enjoyed great success in giving participants a sense of belonging to the community and a new interest in things which surround them.

WRFD'S RADIO ACTIVITY

FOLDER announcing "you don't need an Atomic bomb to be Radio Active in Ohio" has been sent out by WRFD Worthington. Effectiveness of station's open house at new studios and radio farm is theme of the piece, which tells the story with pictures of those who attended to substantiate the station's claims.

'WHOA, BOY . . .'

KTOW Oklahoma City is airing a special gimmick for a used car dealer. A "cowboy-type" voice is heard over the sound of horse's hoofbeats, saying, "Whoa, boy . . . this is where I trade you in for a good used car." Stunt had an unexpected turn when an old fellow walked in to buy "that horse the fellow traded in."

SCORES AND MUSIC

ALTHOUGH baseball games will not be aired this season on WCAY Norfolk, Va., station has launched *Grandstand Bandstand Show* with music and two five-minute complete scorecards every hour. Cards to keep pace with the baseball scene will be mailed to listeners on request. Three and a half hour show, handled by Joe Guidi, is sponsored by Muntz TV and Personna Blades.

'THE HUMAN HEART'

COMMUNICATION Materials Center, a division of Columbia University Press, 413 W. 113th St., New York 27, has announced completion of a radio series of eight dramatic reports on progress in the treatment of heart disease. Characters in the radio series include many top medical stars.

TV STAGES BOXING

STUDIO-STAGED Thursday boxing featuring four 4-round bouts lasting from 6:15-7:30 p.m. and broadcast exclusively for television by KNXT (TV) Los Angeles is being promoted by the station with mailing pieces showing a montage of newspaper and magazine articles and pictures about the events. The CBS-TV station stages the amateur bouts in its own studio with Tom Harmon, sports director and former U. of Michigan football star, calling the blows. Invited guests number 350.

WDAK Version

"THE REAL facts about Appomattox," according to a trade bulletin circulated by Allen M. Woodall, president of WDAK Columbus, Ga., have been slightly twisted in history books. Mr. Woodall said Gen. Robert E. Lee was taking a rest after chasing Gen. Grant's army all over the country and just prior to taking over Washington. When a man walked in the court house "Gen. Lee took him to be his orderly" and gave him his sword to polish. Actually Gen. Grant came in to surrender, according to the Woodall version. Having handed Gen. Grant his sword, Gen. Lee, "being a true Southern gentleman, couldn't go back on his word."

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

NEW BASEBALL PACTS REACHED

WMCA, WPIX (TV), WGN-TV, WXEL (TV) Set Plans

MORE baseball agreements, sponsorships and broadcast schedules were announced by radio and video outlets in three major league cities after the season got going.

WMCA New York reports it sold all baseball adjacencies and availabilities for its broadcasts of the 1952 Giants schedule.

WPIX (TV) New York, scheduling telecasts of 154 Giant and Yankee games, has surrounded the events with six live shows and 1,088 spots.

Identified by WPIX as "the largest sports package in the history of television," the sale is backed by some 16 national advertisers.

Station is featuring Joe DiMaggio on his *Yankee Preview* program 10 minutes before and after all Yank games for Philip Morris cigarettes, through Biow Co., New York. Laraine Day, before each Giants game, is presenting her quarter-hour *A Day With the Giants* for Metropolitan New York Dodge Dealers, through Ruthrauff & Ryan, followed by Win Elliot's 10-minute *Clubhouse Interviews*, with half sponsorship by White Rock Beverage Co., through Kenyon & Eckhardt, the other half by Beacon Wax Co., through Allied Advertising Agency of Boston.

After-Game Buys

After follow-ups for both teams, Guy LeBow and Hal Tunis are conducting a 10-minute baseball quiz for Bedford Stores, through Al Black Productions.

Bristol-Myers Co. for Bufferin and Champion Spark Plug Co., has taken all eight-second spots; Willys-Overland and Zippo Mfg. Co. backs three-fourths of the secondary 20-second announcements alternately, and the primary 20-second spots alternately by New York Multiple DeSoto group of dealers, Colgate - Palmolive - Peet, Cities Service Oil Co. (Pennsylvania oil) and Dwight Edwards Co., a division of Safeway Stores. Remaining quarter of secondary 20-second announcements was purchased by Excelsior Quick Frosted Meat Products, through H. W. Hauptman, New York.

WGN-TV Chicago is feeding all Saturday Cubs and White Sox games to WOOD-TV Grand Rapids, with same sponsors as Chicago, Hamm's beer and Chesterfields. Station sent April 15 telecast game to WXEL (TV) Cleveland, which supplied narration for Indians-White Sox opener. Plans have been dropped for feed to Rock Island, Memphis, Birmingham and Atlanta.

Preceding Mutual's *Game of the Day*, Toni Co., (for Prom Home permanent, White Rain lotion shampoo) sponsors five-minute *Warm-Up* show over full network alternately with Gillette Safety Razor Co., Toni announces, with Al Helfer, sportscaster, handling interviews of sports celebrities and late baseball news.

WTTV (TV) Bloomington, Ind., is bringing major league baseball to the Indianapolis area televiewers for the first time. This was announced by Norman Cissna, sales manager of WTTV, who explained that WTTV is telecasting 26 Cincinnati Reds games through WCPO-TV Cincinnati.

WXEL has named Bob Neal, for past two years sportscaster and general manager for WERE Cleveland, from which he has resigned, to announce Indians' games, with Nicholas (Red) Jones, former American League umpire, concentrating on color. The station is using four cameras this year, Franklin Snyder, general manager, said.

KVEN Ventura, Calif., came up with carrier pigeons as a means of circumventing the telephone strike in its "Operation Coo" [B•T, April 21] for the Ventura Braves-Fresno Cardinals game in Ontario April 11. Station and sponsor, Warren General Tire Co., Ventura, got together with the Ventura Racing Pigeon Club and moved the game back for the strictly daytime working pigeons who brought game results after each inning to sportscaster Jerry Palmer.

WPTR Albany, N. Y., announced that George Miller, sports director, handles play-by-play broadcasts of all the Schenectady Blue Jays' Eastern League games this year, with Ed Lange, former Siena College basketball star, handling color. Tobin Packing Co. is sponsor.

WWPA Williamsport, Pa., sports director, Bill Gardner, announces the major part of the Williamsport Tigers games in the Eastern League this year. Sponsors are Clark & Hoag, Philco TV dealer, and E. Ferranti, Ballantine beer and Ale distributor.

CULMINATION of plans for carrier pigeons to serve as medium by which KVEN Ventura, Calif., received and transmitted description of baseball game played by Ventura Braves and Fresno Cardinals in Ontario are set by (l to r) Harry Engel, owner-general manager, KVEN; Lloyd Warren, president, Warren General Tire Co., Ventura; Don Johnson, racing secretary, Ventura Racing Pigeon Club. Telegraphers' strike prevented normal transmission of play-by-play reports.

* * *

NETWORK CLIENTS

Up In Radio and TV

ADVERTISERS active in TV network programming totaled 166 as of April 1952 compared to 163 as of January 1952, while 132 advertisers were sponsoring regularly scheduled radio network shows as of April, compared to 124 in January.

These listings appear in the new edition of *The FACtuary*, published quarterly by Executives Radio-TV Service, Larchmont, N. Y. Totals show 158 regularly scheduled programs sponsored on TV networks, compared with 202 sponsored radio network programs. This represents a drop of nine TV programs and a gain of two radio programs from the January totals of 167 TV and 200 radio shows.

Currently active advertising agencies in network TV number 90, with 82 agencies in network radio, *FACtuary* listings showed.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
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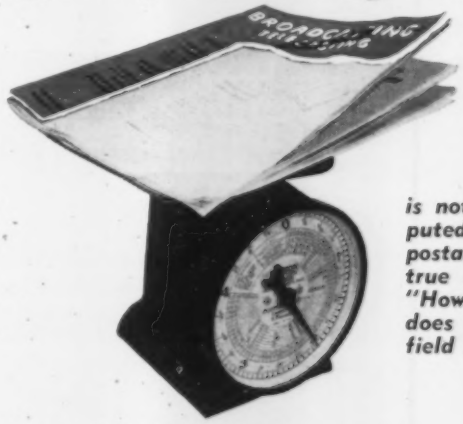
the weight of a magazine . . .



is nothing to be computed in ounces or postage rates. The true measure is this: "How much weight does it carry in the field it serves?"

BROADCASTING • TELECASTING
carries plenty of weight with readers. Consider this:

1. More people associated with radio-TV pay for BROADCASTING • TELECASTING than for any other Journal.
2. Among radio-TV advertisers and agency people alone (the men and women who decide where advertisers' messages shall be aired) over 5500 copies are bought each week with at least 4 readers per copy—over 25,000 impressions.
3. In 1951—as for 20 years past—BROADCASTING • TELECASTING published more radio and more television news and business features than all other industry publications combined.

No . . . the weight of a magazine can best be determined by the intense loyalty of its readers. That's why it pays to put the weight of BROADCASTING • TELECASTING behind your message. It will carry you further, deeper, more productively to your best customers than any other approach.

Behind your message add the weight of . . .

BROADCASTING TELECASTING

April 24 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KWSO Wasco, Calif.—Requests CP to change frequency from 1050 kc to 1060 kc, change from D to unl. with 1 kw DA-N.

AM—1380 kc

KDAS Malvern, Ark.—Requests CP to change frequency from 1420 kc to 1380 kc.

TV—Ch. 13

WHIO-TV Dayton, Ohio—Requests CP to change ERP from 24 kw vis., 13 kw aur., to 56.42 kw vis., 28.21 kw aur.; transmitter location from 1414 Wilmington Ave. to 3228 Germantown St., Dayton, and change ant., etc. Ant. height above average terrain 1145 ft.

Extension of Completion Date

KBLA Burbank, Calif.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KISS (FM) San Antonio, Tex.—Requests mod. CP, as mod., which authorized new FM station for extension of completion date.

WICU (FM) Urbana, Ill.—Requests mod. CP, which authorized changes in existing non-commercial educational FM station, for extension of completion date.

KFBC Cheyenne, Wyo.—Requests mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

KIWL Ridgecrest, Calif.—Requests mod. CP, which authorized new AM station, for extension of completion date.

KWOO Poplar Bluff, Mo.—Requests mod. CP, which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

WIVI Christiansted, Virgin Islands—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

Extension of SSA

KFAR Fairbanks, Alaska—Requested extension of SSA to operate on 660 kc with 10 kw unl. from Sept. 1, 1952, to May 1, 1952 (sic) AMENDED to change expiration date to Feb. 1, 1954.

CP for CP

KGRO Malvern, Ark.—Requests CP to replace expired CP, which authorized new AM station, on 1380 kc, 1 kw D.

WEVA-FM Emporia, Va.—Requests CP to replace expired CP which authorized new FM station.

Modification of CP

WILB Williamsburg, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. and main studio locations, etc.

FM Changes

KWOO-FM Poplar Bluff, Mo.—Requests CP to change ERP from 16 kw to 15 kw, ant. height above average terrain from 190 ft. to 217 ft., and change trans. location.

License Renewal

WHBU Anderson, Ind.—Requests renewal of license.

WMPA Aberdeen, Miss.—Requests renewal of license.

APPLICATION RETURNED

KTKM Hartford, Wis.—RETURNED application for mod. CP, as mod., which authorized new AM station, for extension of completion date.

APPLICATION DISMISSED

KSFO San Francisco—DISMISSED application for assignment of CP, as mod., to Columbia Bcstg. System Inc. of California.

WJQS Jackson, Miss.—DISMISSED application for CP to change frequency from 1400 kc to 1300 kc, increase power from 250 w to 5 kw D, 1 kw N, etc. (Contingent upon WJDX relinquishing 1300 kc.)

April 25 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

WJLS Beckley, W. Va.—Requests CP to increase power from 1 kw D to 5 kw D.

AM—930 kc

KTKN Ketchikan, Alaska—Requests CP to increase power from 1 kw D to 5 kw D.

AM—1260 kc

KPOW Powell, Wyo.—Requests CP to increase power from 1 kw DN to 5 kw D, 1 kw N.

AM—1290 kc

KINY Juneau, Alaska—Requests CP to change frequency from 1460 kc to 1290 kc.

License for CP

WSLN Delaware, Ohio—Requests license for CP which authorized new non-commercial educational FM station.

WRBL-FM Columbus, Ga.—Requests license for CP, as mod., which authorized new FM station.

Change Trans. Location

WLBS Birmingham, Ala.—Requests CP to change trans. location.

WIMS Michigan City, Ind.—Requests CP to change trans. location and ant. height above average terrain.

Modification of CP

WSWF Fort Myers, Fla.—Requests mod. CP, as mod., which authorized new AM station, to change trans. and studio locations.

WEYE Sanford, N. C.—Requests mod. CP which authorized new AM station, for approval of trans. and studio locations.

KPLN Camden, Ark.—Resubmitted request for mod. CP, which authorized new AM station, for approval of trans. and main studio locations.

WPRE Prairie du Chien, Wis.—Requests mod. CP, which authorized new AM station, for approval of trans. and main studio locations.

TV Power Increase

KRON-TV San Francisco—Requests mod. CP, which authorized change in facilities, to increase ERP from 9.6 kw vis., 4.8 kw aur., to 100 kw vis., 50 kw aur., and change from DA to non-DA.

Extend Completion Date

WROW-FM Albany, N. Y.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

WICU (TV) Erie, Pa.—Requests mod. CP for extension of completion date.

WFMY-TV Greensboro, N. C.—Requests mod. CP for extension of completion date.

WBAL-TV Baltimore—Requests mod. CP, as mod., for extension of completion date to July 20.

License Renewal

Following stations request renewal of license:

WERS (FM) Boston; WAVE-TV Louisville, Ky.; KMTV (TV) Omaha, Neb., and WCNB-FM Connersville, Ind.

To Change Name

WOWL Florence, Ala.—Requests mod. license to change name from Daylight Bcstg. Co. to Radio Muscle Shoals Inc.

TENDERED FOR FILING

CP for CP

KSCY Searcy, Ark.—Requests CP to replace expired CP for new AM station on 1450 kc, 250 w unl.

FCC actions

APRIL 24 THROUGH MAY 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

TV APPLICATION RETURNED

WHFC Inc., Chicago—RETURNED application for new TV station (FCC Roundup, April 21): channel request (UHF Ch. 25) out of order.

APPLICATIONS DISMISSED

KSD-TV St. Louis—DISMISSED application for changes in station.

Key Bestg. System Inc., Stamford, Conn.—DISMISSED application for new FM station.

April 29 Decisions . . .

BY FCC BROADCAST BUREAU

Granted AM License

WAKN Aiken, S. C.—Granted license new AM station: 990 kc, 1 kw, [illegible]

Granted FM License

WLOK-FM Lima, Ohio—Granted license for new FM station: 103.3 mc (Ch. 277), 340 w, ant. 175 ft.

Change Studio Site

WCAU-TV Philadelphia—Granted mod. license to change studio location.

Change ERP

KPIX (TV) San Francisco—Granted CP to change ERP from 29.9 kw vis., 15.4 kw aur., to 3.6 kw vis., 1.8 kw aur., change trans. location, ant. system and make other changes.

Completion Date Extended

WIVI Christiansted, Virgin Islands—Granted mod. CP for extension of completion date to 5-15-52; cond.

KIWL Ridgecrest, Calif.—Granted mod. CP for extension of completion date to 10-8-52; cond.

11-hour Broadcast Day

WMUS Muskegon, Michigan—Granted request for authority to broadcast from 6:00 a.m. to 5:00 p.m., EST, for period not to exceed thirty days.

License for CP

WAWZ Zarephath, N. J.—Granted license for CP, as mod., covering increase in night power and new DA system (DA-2): 1380 kc, 5 kw, DA-2, shared time with WBNX; cond.

KUSD Vermillion, S. D.—Granted license covering change of facilities, hours of operation and DA; change trans. location and make changes in ant.; cond.: 690 kc, 1 kw-D, DA-D.

Granted Mod. CP

WRDB Reedsburg, Wis.—Granted mod. CP for approval of ant., trans. and main studio location.

WAYS Charlotte, N. C.—Granted mod. CP to make changes in ant. and extend commencement and completion dates to 2 months and 8 months from date of grant; cond.

WBAM Montgomery, Ala.—Granted mod. CP to change trans. and main studio location and extend commencement and completion dates to 2 months and 8 months from date of grant; cond.

WICU Erie, Pa.—Granted mod. CP for extension of completion date to 10-24-52.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

WCRK Morristown, Tenn.—Granted petition for acceptance of its late appearance in proceeding re application of LaFollette Bcstg. Co., LaFollette, Tenn.

April 30 Decisions . . .

COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for regular period:

KIOX Bay City, Tex.; WCOL Columbus, Ohio; WMNB North Adams, Mass.; WPRA Mayaguez, P. R.; KDLX Del Rio, Tex.; KBMN Bozeman, Mont.

FOR FINEST TAPE RECORDING

KWSH

Seminole, Oklahoma

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

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Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FIGHT TO FREE ALBANIA

WGAC Undertakes Campaign

CAMPAIGN to remove Albania from Iron Curtain control is promoted in a program series by WGAC Augusta, Ga. It is based on interviews featuring Hugh Grant, Dr. Nuci Kotta, member of the Albanian legitimist movement, and other Albanians. Mr. Grant, a retired U. S. diplomat, served as American ambassador to Albania from 1935 to 1939.

Mr. Grant is a close friend of the exiled King Zog of Albania. The commentary, heard five times weekly at 7 p.m., is sponsored by Morgan Truck & Tractor Co. and International Harvester Co.

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WELDON & CARR
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Dallas, Texas Seattle, Wash.
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Quarter Century Professional Experience
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KSWA Graham, Tex.; KSD St. Louis, Mo.; KXOK St. Louis, Mo.; WJMS Ironwood, Mich.; WKRC Cincinnati; WFEC Miami; KPOA Honolulu, T. H.; WOBS Jacksonville, Fla.; WPDQ Jacksonville; WGBS-FM Miami; KRAI Craig, Col.; KARM-FM Fresno, Calif.; KPHO-TV Phoenix, Ariz., and KLAC Los Angeles.

Licenses Extended

Following stations granted temporary extensions of licenses for period ending August 1, 1952:

KWAL Wallace, Idaho, and WVNJ Newark, N. J.

Further License Extensions

Following stations granted further temporary extensions of licenses for period ending August 1:

WKLV Blackstone, Va.; WPLI Jackson, Tenn.; WSOO Sault Ste. Marie, Mich.; WTNJ Trenton, N. J.; WTTT Coral Gables, Fla.; WCBT Roanoke Rapids, N. C.; KTTV Los Angeles, Calif., and WOV New York. (Comr. Sterling not participating in WOV action.)

Granted Renewal

KS2XAO Quincy, Ill. — Granted renewal of developmental station license for regular period.

Set for Hearing

WMRO Aurora, Ill. — Designated for hearing application for renewal of license and granted temporary extension of license for period ending August 1, 1952, whichever is earlier.

WLAP Lexington, Ky. — Designated for hearing application for renewal of license and granted temporary extension of license for the period ending August 1.

(Continued on page 95.)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced general manager, willing to take over $10,000 interest and management of established regional daytime station (fulltime possibilities) in one of best New England markets. Air mail particulars first letter. Box 72P, BROADCASTING • TELECASTING.

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Salesman who can sell and sell hard. Southern 5 kw clear wants a man who has already demonstrated his ability in radio sales. Liberal draw against commissions future unlimited. Rush details and references. Box 14P, BROADCASTING • TELECASTING.

New England network affiliate in pleasant prosperous college community needs hard-working salesman. Salary plus commission. Background and references. Box 29P, BROADCASTING • TELECASTING.

Wanted immediately: Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman: Real opportunity for industrious time salesman. Liberal draw against commissions. 1 kw with market over 300,000 population in North Carolina. If you can sell, you can earn $6000.00 and more per year. Full information first letter with recent photo. No hot shots please. All replies confidential. Box 44P BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $10,000 yearly alert topflight man. Mail particulars. Radio-2355 Guardian Bldg., Detroit.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Immediate opening for experienced salesman to handle established accounts and bring in new ones. Good opportunity with stable operating station. John Rossi, KIBL, Beeville, Texas.

Announcers

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Florida east coast independent needs first phone man with accent on announcing. Part time sales in rich market, if desired. Ideal working conditions and climate. Box 13P, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Metropolitan New York station needs announcer with 1st class ticket. Send full particulars regarding experience and salary requirements. Box 32P, BROADCASTING • TELECASTING.

Straight announcer, 40 hours; $65 per week plus talent, if deserving. CBS affiliate in large gulf coast city has immediate opening. Send disc or tape and full details to Box 37P, BROADCASTING • TELECASTING.

Wanted, announcer from Texas or southwest by Texas station. Prefer deep voice, news specialist. Send discs, all details first letter. College radio graduates will be accepted. Applications without discs not accepted. Box 45P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Top combo man. Pacific northwest major market. LBS affiliate. Emphasis on announcing. $2.16 hour. Overtime. Permanent. Box 41P, BROADCASTING • TELECASTING.

Early morning man desired by progressive independent. Must be capable idea man who can build salable shows. Write Box 65P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combination man with first phone. Excellent opportunity for advancement as present owner plans to expand to three station operation. Need is immediate. Please do not contact unless you are able to start at once. Starting salary $65.00. Air mail, wire or call Manager, KCRT, Trinidad, Colorado.

Announcer wanted for permanent staff position, news and board work. No ticket required. Excellent opportunity advancement for right man. KGHF, Pueblo, Colo.

Experienced combo man immediately, $60.00 and housing, daytime, KRLW, Walnut Ridge, Arkansas.

Adding combination man to staff. Announcing abilities and permanency most important. Send audition and details WBUT, Butler, Penna.

Combination announcer-engineer, 1st class license—contact Robert F. Wolfe, WFRO, Fremont, Ohio.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Versatile mature voice for 5000 watts net station in Newport News, Va. Prefer married man. Need disc now and desire interview as follow up. Send disc or tape to WGH, Newport News, Va.

Wanted, experience combination man first phone. WHBS, Huntsville, Alabama.

Vacation replacements — announcer seven weeks and engineer six weeks. Send resume and audition. Ed Eckert, Program Director, WKNY, Kingston, N. Y.

Announcer—who wants to make money and live in enjoyable community, with or without 1st phone. $65 to start, $5 raise in short time. $200 bonus in year. 20% commission on all sales at own leisure, not required. 35 to 40 hours weekly, owner is manager, small congenial staff, station making good money, must have experience, personality, be stable, want job with future and home in friendly, wealthy town. Send tape, picture. WKUL, Cullman, Alabama.

Experienced announcer for 10,000 watt Miami station. This announcer must be "tops" on record shows and news. Send audition tape, recent photo, data and salary requirement to Ron Tuten, WMIE, Miami, Florida.

Experienced morning man for staff announcing. Good conditions, pension plan. Send tape, qualifications, picture. WNAE, Warren, Pennsylvania.

Good announcer who can handle general announcing and write local news. Excellent opportunity, immediate opening. Air mail disc, salary requirements, complete personal data. Manager, WPAQ, Mt. Airy, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Help Wanted (Cont'd)

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Chief engineer. Immediate opening. 250 watt CBS station. Permanent. Good pay and chance for advancement in our group-owned station setup. Excellent opportunity for right man. Photo, background first reply. Box 56P, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 52P, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

First phone engineer—in the center of vacationland. Alamogordo — "Gateway To The Lincoln National Forest". Write, wire or phone—salary requirements. Wayne Phelps, KALG - Alamogordo, New Mexico.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted: An engineer at kw daytimer. Bud Crawford, KCNI, Broken Bow, Nebr.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

Engineer-announcer, emphasis on announcing. University town, KLWN, Lawrence, Kansas.

Engineer. Excellent working conditions in a university city. If desired, work schedule arranged to attend university. KNOX, Grand Forks, North Dakota.

Radio operator with first phone license. Write or phone A. M. McGregor, KSTT, Davenport, Iowa. 6-2541, days; 3-6677, evenings.

Wanted, ambitious engineer experienced construction and maintenance willing to take responsibility. Transportation furnished from west coast. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

First class engineer: $50 for 40 hours plus overtime. WCBT, Roanoke Rapids, N. C.

Engineer, first phone, experience unnecessary, transmitter at studio, WCED, DuBois, Pennsylvania.

First phone. No announcing. Start $250.00 per month plus overtime. WCMY, Ottawa, Illinois.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Wanted—First class engineer, $200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Help Wanted (Cont'd)

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

Immediate opening first phone engineer-announcer. All applications considered regardless of experience. Ideal working conditions in small friendly southern town. Rush complete data with salary requirements to Manager, WKDK, Newberry, S. C.

Engineer for TV micro-wave relay station. Starting salary $225 per month plus overtime, plus car allowance. Phone Chief Engineer, WSAZ-TV, Huntington, West Va.

First class engineer-announcer needed. $60.00 weekly. WSON, Henderson, Kentucky.

First class phone operator wanted. Experience not necessary. Radio Station WSSV, Petersburg, Va.

Production-Programming, Other

Wanted: Experienced newsman with bachelor's degree as parttime instructor in large midwestern school of journalism while working on graduate degree. Radio news experience essential, television experience desirable. Write Box 973M, BROADCASTING • TELECASTING.

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 23P, BROADCASTING • TELECASTING.

Immediate opening for continuity director, full charge of department. Must be top administrator as well as top writer, to qualify as department head in this hard hitting midwest 5 kw operation. Send complete info to Box 50P, BROADCASTING • TELECASTING.

Wanted—Continuity chief. Experienced writing for all types of clients. Send letter with full details, copy samples, salary requirements. Moderate, healthful climate. Program Director, KCSJ, Pueblo, Colorado.

Program director-copywriter, fully experienced. Send full details first letter. R. C. Force, Manager, WKBZ, Muskegon, Michigan.

Copywriter, young man or woman for copy department. Some experience preferred. Opportunity for advancement. Send details, sample copy to Mr. Joe Fife, WWCA, Gary, Indiana.

Situations Wanted

Managerial

General-program manager. Ten years experience. Eight years present position New England network station. Desire change offering advancement, more temperate climate. Complete knowledge all phases of successful operation. Cultured, civic-minded, married, college, excellent references. Box 22P, BROADCASTING • TELECASTING.

Manager with successful history beginning as salesman to sales manager to manager desires return to station management. 12 years experience with independent and network stations. Recognized as top sales producer. Complete history and interview upon request. Now employed with top radio organization in country, excellent reasons to return to station management. Midwest preferred. Married, 37 years old. Write Box 24P, BROADCASTING • TELECASTING.

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING • TELECASTING.

Manager-salesman, 14 years all phases broadcasting. Proven sales record. Highest type references. 39, married. Prefer non-metropolitan market mid-west or southwest. Box 58P, BROADCASTING • TELECASTING.

Corporation vice president 35 [illegible] actively engaged in general and engineering management of radio station property in midwest, desires relocation east or south. Direct correspondence solicited, looking towards association in June or July. Primary interest in radio not TV. Box 71P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

7 years experience radio and television sales and management. Desire sales in east or southeast. Preferably TV. Excellent references. Available for interview. Write Box 49P, BROADCASTING • TELECASTING.

Salesman, 27, married with family wishes job in Florida or gulf coast. Experienced. Box 69P, BROADCASTING • TELECASTING.

Announcers

Radio announcer. Program man. SRT graduate, desires position any location. Veteran. Draft exempt. Write Box 989M, BROADCASTING • TELECASTING.

Experienced young disc jockey with first phone desires location in good market to do 2½ to 3½ hour afternoon, or evening, or night show—or both. Yet indie AM and TV background including production as well as participation. Ex-serviceman. No draft worries. Available immediately. Box 11P, BROADCASTING • TELECASTING.

Announcer—Inexperienced, but trained. Fine voice with emphasis on relaxing type shows. Can handle news and general staff announcing. Can do well if given a chance. Disc, photo, references available. Box 15P, BROADCASTING • TELECASTING.

Newsman, 6 years network, indie, magazine writing, broadcasting, special events and documentary work looking for right job. Tape available. Box 18P, BROADCASTING • TELECASTING.

Topnotch experienced sportscaster. Good play-by-play. Baseball a must. Football, basketball, boxing, wrestling. Highest recommendation from present employer. Box 20P, BROADCASTING • TELECASTING.

Experienced announcer—all phases including network. Young, single, college degree, draft exempt. DJ, news, board. Available immediately. Desire permanent location in the east. Photo, tape. Box 38P, BROADCASTING • TELECASTING.

Good experienced staff announcer, commercials, DJ, news, personality, conscientious, reliable. Box 42P, BROADCASTING • TELECASTING.

South Louisiana, announcer, salesman, copywriter, strong news, commercials, $75.00 week. Box 48P, BROADCASTING • TELECASTING.

Personality, hillbilly disc jockey, musician, singer. 6 years experience as musician and singer, 2½ years as disc jockey. Also experience: recording with top hillbilly outfit, interviews and pop record shows. Age: late twenties, married with family. Dependable, do not drink. Presently employed. Box 51P, BROADCASTING • TELECASTING.

Experienced announcer, 5 years all phases, excellent ad-lib, colorful news, college degree; all replies considered, available immediately, request tape. Box 57P, BROADCASTING • TELECASTING.

Attention east coast, announcer with 5 years experience. 1st phone, dependable, ambitious. Do anything including sports. Box 59P, BROADCASTING • TELECASTING.

Married veteran, experienced. Strong on news and commercials. Operate console. Box 61P, BROADCASTING • TELECASTING.

Newscaster. Staff announcer, copywriter. Four years experience. Graduate radio & TV school. College. Third phone. Car. Married. Will travel. Sober. Dependable. Available immediately. Disc, references. Box 72P, BROADCASTING • TELECASTING.

Experienced announcer - sportscaster. First phone. Veteran, 28, college background, single. Will travel. Box 74P, BROADCASTING • TELECASTING.

Announcer. Experienced. Saturday-Sunday fill-in for station in five hour radius of N. Y. C. Paul Clark, c/o Haber, 2616 Union St., Queens, N. Y. C.

Staff announcer, news, commercials and strong deejay. Prefer midwest. Tom Gibson, 800 W. 31st Independence, Missouri.

Experienced announcer, first phone. College graduate. Veteran, 24, wants permanent job central-southern Indiana, Illinois, Ohio. Tape and details on request. Marty Martini, 603 East Palm, Orange, Calif.

Situations Wanted (Cont'd)

Announcer, control board, news, sports, personality. Member Radio Writers Guild. Disc available. Bob Miller, 1141 Elder Avenue, N. Y. C.

Announcer—Some commercial board and mike experience. Three years university. Pathfinder graduate. Clear, mature voice. 29, single, Navy veteran. Prefer midwest. Charles S. May, 4001 Bell St., Kansas City 2, Missouri.

Announcer-engineer. First phone, one year experience, good DJ and commercials. Full pleasant mature voice. Tape available. Wire, write Frank O'Malley, General Delivery, Montgomery, Alabama.

Announcer-engineer desires summer replacement job. New York experience. Will travel. Lonnie Padron, 520 W. 139 Street, New York.

Announcer—operate board, experience at New York station. Free to travel, draft exempt, disc on request. W. V. Spahr, 630 Gramatan Ave., Mount Vernon, New York.

Technical

RCA graduate. Veteran, married, car. FM, kilowatt AM. Four years same company. Control, transmitter. Prefer transmitter. Box 28P, BROADCASTING • TELECASTING.

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages while obtaining first phone. Preferably Mo. or Ark. Will consider anywhere. Have had radio college and correspondence courses, lots amateur experience. Reasonable wages while learning. Box 30P, BROADCASTING • TELECASTING.

Combo man—First phone, strong announcing, tape, photo. Available June 16. Box 31P, BROADCASTING • TELECASTING.

Experienced engineer-announcer with selling experience, at present chief, desires permanent job with future in midwest. Box 33P, BROADCASTING • TELECASTING.

Recent graduate of Cleveland Institute Radio Electronics with 1st class radiotelephone license, desires position. Box 34P, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of broadcast and television station. Ten years experience at 5 kw directional and thorough knowledge of television technique. State salary and location. Box 35P, BROADCASTING • TELECASTING.

Chief engineer. Thoroughly experienced, handle anything in technical department. Box 54P, BROADCASTING • TELECASTING.

First class engineer, experienced, desires work in N. Y. C. Immediate availability. Box 60P, BROADCASTING • TELECASTING.

First phone, inexperienced. Desire New York, southern New England area. Others considered. Box 64P, BROADCASTING • TELECASTING.

Engineer 1st phone 1½ years AM-FM-TV experience. No announcing. Minimum salary $60. Southeast. Box 67P, BROADCASTING • TELECASTING.

First phone technician. Past experience includes radio-TV repair and chief of small station. Married veteran with car. Minimum $62 per week. Box 70P, BROADCASTING • TELECASTING.

Engineer/chief engineer, 16 years broadcasting experience (installation, directional arrays, television) desires responsible position with progressive station. Box 78P, BROADCASTING • TELECASTING.

Engineer, plenty of experience, available immediately. Box 55P, BROADCASTING • TELECASTING.

Production-Programming, others

Appeal to women's and children's market. Will write, participate in shows exclusively for these sellable markets. Prefer midwest. Box 980M, BROADCASTING • TELECASTING.

TV or radio production assistant. Wide experience little theatre production; summer stock; business; teaching; public relations. College graduate. Training in TV and radio. Dependable. Capable assuming responsibility. Easy to get along with. Background and ability adaptable to variety of jobs. Box 19P, BROADCASTING • TELECASTING.

(Continued on next page)

EDWARD C. LOBDELL ASSOCIATES

announce the Reorganization of its Placement Division

under the new name

Broadcast Management Services Co.

(Agency)

TO STATIONS:

Personnel qualified and able to serve you available through our careful selection based upon *your* strictest definition of their duties.

Confidential presentation of verified facts about men who can contribute to the efficiency and build your organization.

Relief from the time consuming chore of mass interviewing through presentation of the most select individuals.

Personnel Analysis and Qualification Programs established.

All at *NO CHARGE* to the Station.

TO APPLICANTS:

One fee with *NO* registration, filing or supplemental charges.

One week's salary the only fee.

Guidance on ways and means to improve your standing within the industry.

A confidential relationship which can lead to greater satisfaction and more money in the bank.

No makeshift pitching for something you won't fit. But instead effective presentation for the spot you belong in.

We have the orders—Here are only a few pending on May 1st:

Station Manager—New York State

Chief Engineer—Pennsylvania

Program Director—Ohio

Sales Manager—New York State

Newscaster—New York State

Engineers—New York, New Jersey

Engineers—Pennsylvania, Maryland, Delaware, Wisconsin, Ohio, California

Announcer-Engineers—New York, New Jersey, Florida, West Virginia, Mississippi, Maryland, South Carolina

and many others by mail, wire, and phone daily.

Write

Broadcast Management Services Co.

(Agency)

Edward C. Lobdell - Licensee

17 East 48th Street **New York 17, New York**

Situations Wanted (Cont'd)

News director—local news, special events coverage specialty. Fifteen years newspaper-radio experience. Box 21P, BROADCASTING • TELECASTING.

Copywriter, experienced, single, draft exempt. Looking for progressive station in northeast. No announcing. Box 46P, BROADCASTING • TELECASTING.

Looking for capable staff member? Stage actor, singer, director, stage manager desires to transfer talents to radio or TV. Good voice. College graduate. Veteran. Some radio acting, announcing experience. TV school graduate. Prefer New York state or northeast but will consider all replies. Box 47P, BROADCASTING • TELECASTING.

Gal Friday wants to work all week. Radio-TV production, N. Y. C. Six years experience program-production air work. Box 62P, BROADCASTING • TELECASTING.

Copywriter, good typist, shorthand, one year commercial writing course, desire start in New England area. Female. Box 63P, BROADCASTING • TELECASTING.

Television

Technical

TV chief engineer now available for new installation, desires contact. Box 960M, BROADCASTING • TELECASTING.

Production-Programming, Others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Advertising—programming executive, currently employed TV, interested in future opportunity. Box 998M, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

Midwest station. 250 w. Independent. Rich agricultural area. $32,500. Terms possible. Box 12P, BROADCASTING • TELECASTING.

250 watt fulltime station in Pacific northwest. Only station in isolated market. Operated profitably for two years. Owner wants to return to the east. $25,000 cash. Box 53P, BROADCASTING • TELECASTING.

Exceptional opportunity to acquire 1000 watt property in fast growing Texas town of 100,000 population. Control can be purchased for $12,000 with liberal pay-off. Harvey Malott Co., 237 Madison Ave., New York 16, N. Y.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

For Sale (Cont'd)

Equipment, etc.

150' continuous coil Andrew soft drawn ⅞" coaxial line. Make offer. Box 25P, BROADCASTING • TELECASTING.

Presto 6-N recorder 1-C head, 90-A amplifier, like new. Associated equipment $775 F.O.B. Box 75P, BROADCASTING • TELECASTING.

1 professional recorder, RCA, type 73-B, $850. 1 playback turntable, RCA, type 70-D, $450. 1 Western Electric studio console, type 23-C, $450. All in perfect condition. Box 77P, BROADCASTING • TELECASTING.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

1-300' heavy duty, 1-300' extra heavy duty, 1-600' heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Stations

Wanted—Eastern medium or small market station. One-half cash. Give complete details. Box 978M, BROADCASTING • TELECASTING.

Interested in buying bankrupt, run down, or sick radio station. All letters considered, confidential, no broker. Box 39P, BROADCASTING • TELECASTING.

Equipment, etc.

3 kw or 1 kw **FM** transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Will pay cash used dual channel console and limiting amplifier. Address Box 27P, BROADCASTING • TELECASTING.

Wanted: Forty foot tower section for small Fisher tower. Contact Chief Engineer, KBIO, Burley, Idaho.

Wanted. One Collins 6-ring FM antenna; 440 feet of 1⅝ inch 51½ ohm transmission line; 1 kw AM transmitter. Contact J. V. Sanderson, WSGN, Birmingham, Alabama.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Help Wanted

Announcers

★ **TOPFLIGHT NEWSCASTER**

wanted by 50,000 watt network affiliate in Midwestern market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have a beautiful voice, but it will be authoritative. He will be mature and make a good appearance. If you think you fit this description, send disc, photo and full information. BOX 10P, BROADCASTING • TELECASTING.

Television

Salesmen

WANTED

Old established Radio Office selling talent, programs, etc. Want Central West representative for TV films.

W. M. Ellsworth
Lincoln Tower
75 East Wacker Drive
Chicago 1, Illinois

Situations Wanted

Managerial

topnotch

RADIO-TV EXECUTIVE

Graduate engineer MIT. Former Radio-Television director at one of the nation's top agencies.

Well-rounded background that includes first hand radio station experience including 20 years of production, sales and administrative knowhow.

Important contacts with advertisers and agencies that mean sales.

Excellent man to head up TV operation, advise on application, program structure, administration and facilities.

BOX 68P,
BROADCASTING • TELECASTING

Announcers

D.J. with S.A.*

Well known . . . proven . . . national award winner . . . will attract new accounts . . . build Hooper. Write for folder today.

***SALES APPEAL**

BOX 984M,
BROADCASTING • TELECASTING

Situations Wanted (Cont'd)

top negro disc jockey, draws over 1000 fan letters a week, sells all products like mad, available for right price. Box 1P, BROADCASTING • TELECASTING.

Production-Programming, Others

NEW TV STATIONS

Salable, economical, high-rating program structure planned for your application, justified at hearings, later put into practical operation by heavily experienced executive producer-director. Mature know how from 8 years with small, large TV stations, 1200 air-hours; exceptional background includes radio, films, stage, public relations, scripting. Available for preflim, planning, pg. mgr. after CP, or both. Full details from BOX 16P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

School

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men
Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"
531 S. W. 12th Ave., Portland 5, Ore.

AUDIENCE ANALYSTS Expands Mail Service

EXPANSION of mail research facilities has been announced by Audience Analysts, a new branch of the research division of Lee Ramsdell & Co., Philadelphia advertising agency.

Audience Analysts specializes in obtaining a comprehensive picture of the listener through mail questionnaires which have run as long as 72 questions. Gerald F. Selinger, member of the American Marketing Assn., is director of the firm.

Southern California

$30,000.00 down

Very profitable fulltime independent station in market providing ideal living conditions. Now operating under absentee ownership. More than $20,000.00 in net quick assets included. Excellent financing for qualified buyer.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC Actions

(Continued from page 91)

May 1 Decisions . . .

COMMISSION EN BANC

Granted Power Increase

KGNO Dodge City, Kans.—Granted CP to increase power from 1 kw-LS 250 w-N to 5 kw-LS 1 kw-N, DA-2, change trans. location, install new DA, 1370 kc.; engineering cond.

Baseball Games to Canada

Granted extensions of authority to following stations to transmit play-by-play descriptions of baseball games by wire to CFRA Ottawa, Canada, for period ending April 1, 1953:

WKBW Buffalo, N. Y.; WRNY Rochester, N. Y.; WHYN Holyoke, Mass., and WITH Baltimore, Md.

Program to Canada

WDET-FM Detroit, Mich. — Granted authority to transmit programs by wire line to CKLW Windsor, Ontario.

Removed from Hearing

KGAE Salem, Ore.—On petition, removed from hearing docket and granted application for mod. CP (which authorized new AM station on 1430 kc, 1 kw-D) for approval of trans. location and to specify main studio location; cond.

Remote Control FM

By separate orders, Commission waived Sec. 3.265 of rules and granted requests of following FM stations for special temporary authorization to operate their transmitters by remote control for period of six months (to Nov. 3, 1952), with conditions:

WHDL-FM Allegany, N. Y.; WPJB-FM Providence, R. I.; WRVB and WRNL-FM Richmond, Va.; WDOD-FM Chattanooga, Tenn., and WFAN (FM) Washington.

Extended SSA

KFAR Fairbanks, Alaska — Granted extension of special service authorization to operate on 660 kc, 10 kw, unl., for period of 90 days ending Aug. 1, 1952.

WNYC New York—Granted extension of special service authorization to operate on 830 kc, 1 kw, limited time, for period ending Aug. 1, 1952.

Extended Temporary Authority

WIBK Knoxville, Tenn.—On petition, granted extension of temporary authority to operate for period of 30 days only, to expire June 1, 1952.

May 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WALK Patchogue, N. Y. — Requests license for CP, as mod., which authorized new AM station.

Extension of Completion Date

WINZ Hollywood-Miami, Fla. — Requests mod. CP, as mod., which authorized power increase, changes in DA and change studio location, for extension of completion date.

KWBW-FM Hutchinson, Kan. — Requests mod. CP, which reinstated expired CP, which authorized new FM station, for extension of completion date.

WELD (FM) Columbus, Ohio—Mod. CP, which authorized changes in existing FM station, for extension of completion date.

License Renewal

KFPW Fort Smith, Ark. — Requests renewal of license.

WRJW Picayune, Miss.—Requests renewal of license.

APPLICATION RETURNED

WMFC Monroeville, Ala. — RETURNED application for license for CP, as mod., which authorized new AM station.

RCA Recorder Shown

PORTABLE magnetic recording equipment claimed to make possible a 75% reduction in film costs to the TV broadcasting and motion picture industries was demonstrated fortnight ago by RCA Victor Div. at the 71st semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,340	2,327	87	327	221
FM Stations	638	581	69	13	9
TV Stations	108	97	11	538	2

(Also see Actions of the FCC, page 90.)

Docket Actions . . .

FINAL DECISION

Kansas City, Mo.—FCC denied applications of Kansas City Bcstg. Co., for new AM station at Kansas City, Mo., and Reorganized Church of Jesus Christ of Latter Day Saints, for new AM station at Independence, Mo., both seeking 1380 kc, 5 kw D. Denied April 30.

OPINION AND ORDER

Rockford, Ill.—George Basin Anderson. By memo. opinion and order FCC granted petition for review of hearing examiner's memorandum opinion and order denying petitions for leave to amend application for new station on 1330 kc, 500 w D, DA, to change applicant from individual to corporation, B & C Radio Co., and change engineering data; set aside examiner's ruling; granted petitions and accepted amendments, etc. Order April 30.

Non-Docket Actions . . .

TRANSFER GRANTS

Listed by States

KHSL and KVCI (FM) Chico, Calif.; KVCV and KVRE (FM) Redding, Calif., and KYOS and KVME (FM) Merced, Calif.—Granted transfer of control from Ruth McClung, executrix of estate of Hugh McClung, deceased, to Micky McClung (also known as Ruth McClung) under terms of decree of first and final accounting and final distribution in matter of Mr. McClung's estate. No monetary consideration. Granted May 1.

WLBE Leesburg, Fla.—Granted transfer of control from Eleanor Hunter to Paul A. Husebo and Wendell F. Husebo, equal partners, for $79,000 for 100% interest. Paul A. Husebo is general office manager for Minneapolis wholesale hardware firm. Wendell F. Husebo is manager of WTRF Thief River Falls. Granted April 18.

WRGA-AM-FM Rome, Ga.—Granted transfer of control from Annie C. Quarles, administratrix of estate of John W. Quarles, deceased, to Charles Smithgall. Transferor will sell note amounting to $83,588.54, representing indebtedness to licensee corporation, for $60,000. Mr. Smithgall is owner of WGGA Gainesville, Ga., and president, treasurer and 28% owner of *The Daily Times*, Gainesville. Granted May 1.

WCBC Anderson, Ind. — Granted transfer of control from Lloyd B. Gallimore and J. Byron Crouse to Great Commission Schools Inc. for $22,745. Transferee is parochial school (grades 1 through 12), of which Paul E. Billheimer is president. Granted April 18.

WORX (FM) Madison, Ind.—Granted assignment of license from Pioneer FM Co. to Knight-Cutler System for $11,000. Transferees are Charles N. Cutler, who really only retains his present ½ interest, and Frances Knight (Breckenridge), who buys here ⅔ control from former owners. Miss Knight (Breckenridge) is manager of WORX (FM) and Mr. Cutler is chief engineer. Granted April 18.

KPRS Olathe, Kan.—Granted assignment of license from Johnson County Bcstg. Co. to Twin City Advertising Agency Inc. for $37,500. Principals in Twin City are President Edward H. Pate (28%), president of Twin City Adv.; Vice President Andrew R. Carter (28%), vice president of Twin City Adv.; Secretary-Treasurer Eugenia L. Pate (28%) secretary-treasurer of Twin City Adv., and four other holding minority interest. Granted April 18.

WIDE Biddeford, Maine — Granted transfer of control from Edward A. Harriman and nine others to Victor C. Diehm and three others for $45,000. Mr. Diehm (25%) is president, general manager and holds 25% interest in WAZL Hazleton, Pa., and vice presi-

(Continued on page 96)

SDG BARGAINING

Directors' Minimums Raised

MODIFICATIONS in collective bargaining agreement of the Screen Directors Guild with major movie studios last week brought agreement on minimums for directors on Western pictures budgeted at $100,000 or under to $550 weekly on a four-week guarantee and for all other types of features, $550 weekly with a 5½-week guarantee.

Retroactive to last March 13 agreement, the agreement also includes a new minimum of $500 for second unit directors. First and second assistants are to receive $300 and $175 weekly.

WTVJ(TV) on AM Time

TIME has been purchased by WTVJ (TV) Miami on five radio outlets promoting the joint appearance of Sens. Estes Kefauver (D-Tenn.) and Richard B. Russell (D-Ga.) on the station May 5. To draw attention to the event which station management feels should be brought to the maximum number of viewers on the eve of the Florida primary, spots are being aired on WFEC WKAT WVCG WWTB and WMIE, all Miami.

BILLINGS for first quarter of 1952 for KVVC Ventura, Calif., were 72.4% higher than same period last year, according to Roland Vaile, manager. March was most successful month since station began operations in January 1948.

UHF CONVERTER

Demonstrated by Crosley

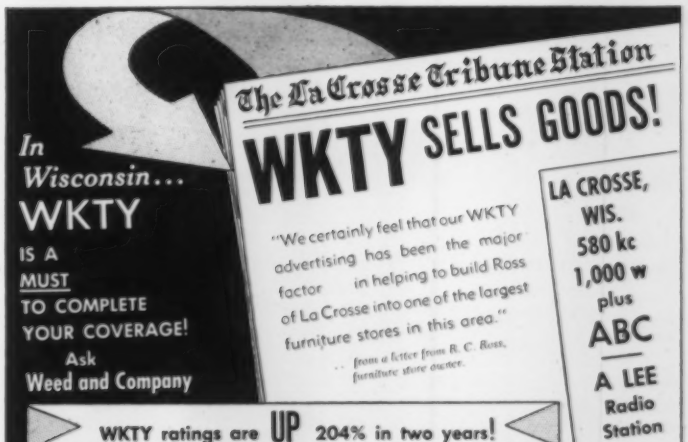
"A REVOLUTIONARY change in distribution and selling is now taking place in this country," W. A. Blees, Avco Mfg. Corp. vice president and Crosley general sales manager, said Wednesday when the Crosley Div. demonstrated a production model of its "Ultratuner" —an ultra high frequency TV converter.

The revolution, which will emphasize sales rather than distribution, is being met by his organization, Mr. Blees said, by a split of its home office into two parts with separate sales forces for electronics goods and appliances. The sales emphasis, in turn, will lay on two separate areas: Pioneering selling and replacement selling, a distinction that may prove "quite a trick" to teach dealers to follow consistently, the executive said. In spite of the current situation, he predicted that the television business will continue to grow "bigger and bigger."

The Ultratuner, demonstrated at the Westchester Biltmore Country Club in Rye, N. Y., will enable all Crosley sets to receive all VHF and UHF channels. In production and ready for immediate shipment to dealers, the small unit—measuring an approximate 8 x 8 x 6 inches—is priced at $39.95. Special features, in addition to reception of all channels, include a built-in antenna, which is said to preclude use of an outside UHF antenna within reasonable distance of the transmitter, and simple installation, which can be managed quickly and easily by the set-owner without service help.

Projection Tube

RCA Tube Department has announced a new seven-inch projection-type kinescope capable of providing a 20-by-15-foot picture when used with a suitable reflective optical system having an 80-foot projection throw. The new tube (RCA-7WP4) measures approximately 19½ inches in length and seven inches at its greatest diameter.


The La Crosse Tribune Station
In Wisconsin...
WKTY
IS A
MUST
TO COMPLETE
YOUR COVERAGE!
Ask
Weed and Company
WKTY SELLS GOODS!
"We certainly feel that our WKTY advertising has been the major factor in helping to build Ross of La Crosse into one of the largest furniture stores in this area."
... from a letter from R. C. Ross, furniture store owner.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE
Radio
Station
WKTY ratings are UP 204% in two years!

FCC Roundup

(Continued from page 95)

dent, director and owner of 84 out of 336 shares of WHOL Allentown, Pa. Granted April 18.

WNAW North Adams, Mass. — Granted assignment of license from Courtlandt Nicoll to Cecil W. Clifton for $10,000. Mr. Clifton is general manager and 50% owner of WAVL Apollo, Pa. Granted April 18.

WDGY Minneapolis, Minn.—Granted transfer of control from Stuart Investment Co. to Herman J. Lange, George E. Lau, Clarence T. Hagman and Clarence W. Levy for $425,000. Mr. Lange is owner of Minneapolis electronic welding firm and San Diego auto supply houses; Mr. Lau, with his wife, is owner of Minneapolis coffee shop chain; Mr. Hagman is former general manager of WLOL Minneapolis-St. Paul, and Mr. Levy has interest in two retail furniture stores in Minneapolis-St. Paul.

WENE Endicott, N. Y.—Granted assignment of license from Empire Newspapers Radio Inc. to Ottaway Stations Inc. for net book value of assets on closing date; on Feb. 29 such value was $69,529. Principals in Ottaway Stations Inc. are president James H. Ottaway (40%) and treasurer-secretary Ruth Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Granted May 1.

WHLI-AM-FM Hempstead, N. Y.—Granted relinquishment of control from Mariam N. Godofsky, executrix of estate of Elias I. Godofsky, to Paul Godofsky, through sale of 20 shares of stock (10%) for $6,500. After transfer Mrs. Godofsky holds 45% interest. Granted April 18.

WJOC Jamestown, N. Y.—Granted transfer of control from Harry E. Layman to Frederick E. Davis and Harold P. Kane for $53,845.40 for 140 out of 277 shares of stock. Mr. Davis now holds 7 shares of stock. Granted May 1.

WDOS Onconta, N. Y.—Granted assignment of license from Oneonta Star Inc. to Ottaway Stations Inc. for net book value of assets on closing date; on Feb. 29 such value was $43,824. Principals in Ottaway Stations Inc. are president James H. Ottaway (40%) and treasurer - secretary Ruth Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Granted May 1.

WKIP Poughkeepsie, N. Y.—Granted assignment of license from Poughkeepsie Newspapers Inc. to Dutchess County Bcstg. Corp. for $30,000. Poughkeepsie Newspapers retains WHVA (FM). Principals in Dutchess are George W. Bingham, WKIP general manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer. Granted April 18.

KUGN-AM-FM Eugene, Ore.—Granted transfer of control from C. H. Fisher, O. E. Berke and P. R. Berke, a partnership d/b as Valley Bcstg. Co., to C. H. Fisher, O. E. Berke and P. R. Berke, as individuals. Valley Bcstg. Co. is dissolved and stock of licensee transferred to transferees in proportion to their interests in partnership. No monetary consideration. Granted April 18.

WMFS Chattanooga, Tenn.—Granted assignment of license from Lookout Bcstg. Co. to W.M.F.S. Inc. for $30,000 (Comr. Jones votes for a hearing). Principal stockholder in W.M.F.S. Inc. is president B. F. J. Timm (75%), owner of 501 out of 1,000 shares of stock of WDMG Douglas, Ga., owner of 601 out of 1,200 shares of stock of WGAA Cedartown, Ga., and owner of 7½% of WLBS Birmingham, Ala. Granted April 18.

WIRJ Humboldt, Tenn.—Granted consent to J. Frank Warmath to relinquish positive control of licensee by transfer of 50% of stock to Miss Marion Warmath for $30,000. Miss Warmath is secretary - treasurer of Gibson County Bcstg. Co. Granted May 1.

KSAM Huntsville, Tex.—Granted assignment of license to partnership composed of Theodore F. Lott and M. B. Cauthen, d/b as Huntsville Bcstg Co. Harvard C. Bailes, former partner, sold his interest to Mr. Lott for $8,000. Mr. Lott is assistant manager of KSAM. Granted April 18.

WKLV Blackstone, Va.—Granted assignment of license from Nottaway Bcstg. Co. to Blackstone Bcstg. Corp. for $12,000. Principal in assignee is Maxey E. Stone (85%), owner of jewelry store in Blackstone and former manager of WSVS Crewe, Va. Granted April 18.

WHWB Rutland, Vt.—Granted transfer of control from Herbert L. Wilson to Charles I. Bates through purchase by Mr. Bates of 214 shares of stock (62.76%) at auction held by U. S. Internal Revenue Service. Mr. Bates had 29.32% interest before transfer; he pays $696.61 for additional interest. Granted April 18.

KFDR Grand Coulee, Wash.—Granted assignment of license from Carl F. Knierim to Grand Coulee Bcstg. Co. for $22,500. Principals in assignee are W. Richard Carlson Jr., general manager and secretary of WCDL Carbondale, Pa., and Norah B. Carlson, program director of WCDL. Granted April 18.

KWNW Wenatchee, Wash.—Granted assignment of license from Apple-Land Bcstrs. Inc. to Wenatchee Bcstrs. through a leasing arrangement. Principals in assignee are Mark Sorley and Stuart Maus, both former employes of KPQ Wenatchee. Ten-year lease calls for 8% per year of actual sales receipts of station up to $60,000, or 10% of gross sales receipts of station over $60,000, provided that for first six months rental shall be $250 monthly and minimum rental for first year not less than $250 monthly. Granted April 18.

WKLJ Sparta, Wis.—Granted assignment of license from Victor J. Tedesco to Sparta-Tomah Bcstg. Co. Change from individual to corporation only; no actual change of ownership or control. Granted April 29.

New Applications . . .

FM APPLICATIONS

Listed by States

Griffin, Ga. — Radio Station WKEU, 102.1 mc, 444 w. Estimated construction cost $2,741.25. Applicant is licensee of WKEU Griffin. Filed April 15.

Shreveport, La.—KTBS Inc., 96.5 mc (Ch. 243), 14 kw. Estimated construction cost $14,450, first year operating cost $1,000, revenue none. Applicant is licensee of KTBS Shreveport. Filed April 15.

Berlin, N. H.—White Mountain Bcstg. Co., 103.7 mc (Ch. 279), 9.9 kw. Estimated construction cost $9,000, first year operating cost $5,000, revenue none. Applicant is licensee of WMOU Berlin. Filed April 15.

Altoona, Pa.—General Bcstg. Corp., 100.1 mc, 137 w. Estimated construction cost less than $1,000 since all equipment already on hand. Applicant is licensee of WVAM Altoona. Filed April 1.

Walterboro, S. C.—Walterboro Bcstg. Co., 106.3 mc (Ch. 292), 585 w. Estimated construction cost $3,200 (transmitter already on hand), first year operating cost $3,000, revenue $6,000. Applicant is licensee of WALD Walterboro. Filed April 15.

Logan, Utah—Utah State Agricultural College, Ch. 201, 10 w (non-commercial educational). Estimated construction cost $4,000. Filed April 15.

TRANSFER REQUESTS

Listed by States

KYMA Yuma, Ariz.—Assignment of license from KOY Bcstg. Co. to KYMA Yuma Inc. through creation of new corporation formed by spin off of KYMA assets and liabilities to new entity. Capital stock in KYMA Yuma Inc. will be issued to stockholders of KOY Bcstg. Co. in same ratio as their present holdings in latter corporation and equal in total net value of assets and liabilities being transferred to KYMA Yuma Inc. No KOY Bcstg. Co. stock will be surrendered by its stockholders. William L. Lindsey, general manager of KYMA, will subscribe to capital stock of new corporation in amount equal to capital stock of that corporation to be issued to each existing stockholder of KOY, i.e., 16⅔%. Filed April 16.

KCLF Clifton, Ariz.—Assignment of license from Dwight Harkins Amusement Enterprises Inc., d/b as Saguaro Bcstg. Co., to Saguaro Bcstg. Co., Inc. through formation of new corporation, 50% of stock in which will be owned by Dwight Hawkins Amusement Enterprises Inc., and 50% by H. Chester Darwin, general manager of KCLF, who will become president of new corporation. Filed April 15.

KHSL and KVCI (FM) Chico, Calif.; KVCV and KVRE (FM) Redding, Calif., and KYOS and KVME (FM) Merced, Calif.—Transfer of control from Ruth McClung, executrix of estate of Hugh McClung, deceased, to Micky McClung (also known as Ruth McClung) under terms of decree of first and final accounting and final distribution in matter of Mr. McClung's estate. No monetary consideration. Stock transferred includes 137½ shares out of 300 shares (not including 140 more shares in her own name) of stock in KHSL and KVCI (FM), and KVCV and KVRE (FM), and 20,399 out of 24,000 shares in KYOS and KVME (FM). Filed April 9.

KTLN Denver, Col.—Assignment of license from Leonard Coe to Radio Station KTLN Inc., in which Mr. Coe will own 100% of the stock. No actual change of ownership or control. Filed April 23.

WFEC Miami, Fla.—Assignment of license from Howard D. Steere to David Haber for $40,000 (10,000 in escrow). Mr. Haber owns 50% of various taxicab companies, including Cathedral Fleet Inc., Alpine Cab Co., Crescent Cab Corp. and Phil-Mat Cab Corp., New York City. He also has interest in various other automotive enterprises. Filed April 9.

WORZ-AM-FM Orlando, Fla.—Transfer of control from Radio Station WORZ to WORZ Inc. through transfer of stock from Central Florida Bcstg. Co., licensee of WORZ, to same stockholders in exchange for equivalent amount of stock in same properties and by same persons who now own stock in licensee company. No actual change of ownership or control. No monetary consideration. Filed April 14.

WCNH Quincy, Fla.—Transfer of control to Andrew B. Letson through sale of 320 out of 500 shares of stock for $18,400. Mr. Letson is general manager and chief engineer of WCNH, and already holds 26% interest in station; he will own 78.2% of stock. He also is applicant for new AM station in Tallahassee, Fla. Filed April 15.

KCLO Leavenworth, Kan. — Assignment of license from Leavenworth Bcstg. Co. to Cecil W. Roberts for $31,000. Mr. Roberts is owner of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo., and is applicant for new AM station in Chanute, Kan. Filed April 15.

WKLX Lexington, Ky.—Transfer of control to Central Kentucky Bcstg. Co. through transfer of 850 outstanding shares of stock (100%) for $70,000. Central Kentucky Bcstg. Co. is the licensee of WLEX Lexington, license of which will be surrendered to FCC upon Commission approval of sale of WKLX. Accepted May 1.

WSPR-AM-FM Springfield, Mass. — Transfer of control from Q. A. Brackett and L. B. Breed to Ruth W. Brackett and Alma Breed, executors of estate of Mr. Brackett and Mr. Breed, respectively, both of the latter deceased. No monetary consideration. Filed April 12.

WDET (FM) Detroit, Mich.—Assignment of license from UAW-CIO Bcstg. Corp. of Michigan to Wayne U. Board of Education. No monetary consideration. Filed April 14.

KOB-AM-TV Albuquerque, N. M. — Assignment of license from T. M. Pro perday to Time Inc. for $900,000 [B-April 28]. After series of reorganizations, which will transfer assets Albuquerque Bcstg. Co., a Time Inc. subsidiary, 50% interest in station will be sold to Wayne Coy for $75,000, plus eight-year contract as general manager for $26,000 per year. In addition, Mr. Coy will remain consultant to Time Inc. at fee of $24,000 per year. Time Inc. publishes *Time*, *Life* and *Fortune* magazines and other periodicals. Filed April 25.

WJOC Jamestown, N. Y.—Transfer of control 140 out of 277 shares of stock from Harry E. Layman to Frederick E. Davis (who now holds 7 shares of stock) for $53,845.40. Filed April 18.

WIRO Irontown, Ohio — Transfer of control from Clacus G. Merrill, Marx B. Merrill and Fred Bailey to Theodore M. Nelson, Clinton McElroy, William P. Shannon and C. A. Baker, equal partners, for $30,000 plus contract with Mr. Merrill, who will be hired as consultant for $28,000 in 60 installments of $466.66 monthly. Mr. Nelson is general manager of WIKK Erie; Mr. Shannon is sales manager of WIKK; Mr. McElroy is assistant manager of WIKK and Mr. Baker is chief engineer for WIKK. Filed April 16.

WKSR Pulaski, Tenn.—Transfer of control from W. K. Jones and Fred Fleming to Mr. Jones for $21,500. Mr. Fleming, who now has 50% interest will have 93% interest after transfer. Mr. Jones will have 7% interest. Filed April 25.

WDXE Lawrenceburg, Tenn.—Assignment of license from Aaron B. Robinson to Lawrenceburg Bcstg. Co. Change from an individual to a corporation; no actual change of ownership or control. Filed April 15.

KDSX Denison, Tex.—Assignment of license from Grayson Bcstg. Corp. to Radio Station KDSX. Change from a corporation to a partnership of B. L. Hammond (52%) and L. L. Hendrix (48%). No actual change of ownership or control. Filed April 25.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Algonquin

I'M YOURS

On Records: Don Cornell—Coral; Eddie Fisher—Victor; Four Aces—Decca; Tony Arden—Columbia.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

VHF Propagation

(Continued from page 65)

sidered aberrations due to tropospheric conditions. FCC and outside engineers pointed out at that time that these facts were known and taken into account in formulating TV allocations.

Last year, Collins Radio Co., in cooperation with NBS, bounced a UHF signal off the moon [B.•T. Nov. 19, 1951]. Collins used a 20 kw transmitter on 418 mc, putting out an effective radiated signal of 5,000 kw. It transmitted a continuous wave message for a half-hour on Oct. 28 and again on Nov. 8, using a highly directional transmitting antenna. The received signal strength of the moon-reflected message, "What Hath God Wrought," was 0.0002 microwatts.

During the VHF tests, the Collins signal was monitored by FCC monitoring stations, "ham" operators, Bell Telephone Labs., and by Cornell U. Operation was under an FCC authorization, but was not identified on the air. Pre-experimental work was done at MIT as part of a State Dept. and military project. The program is a cooperative venture between MIT and NBS.

CBS-TV Clinic

(Continued from page 66)

made it clear "that the difference between television and motion picture production is more than the obvious one of being separate and distinct media." TV, he asserted, "must place greater stock in efficiency and time-saving devices [in its production facilities] than was necessary when motion picture studios were planned."

"When Television City is completed," Mr. Luckman said, "we feel that CBS-TV and the general public will be satisfied that something new and revolutionary has been done—that a television production center has been devised which can accommodate any of the infinite number of changes through which television will undoubtedly go."

Oscar Katz, CBS-TV director of research, appraising the potentials for expansion of set ownership, said that "one-third of the population now own sets; another third live in TV areas but do not have sets, and the last third live in non-TV areas —thus, there is as much room for growth of the medium in TV areas as there is in non-TV areas."

John Cowden, operations director of CBS-TV advertising and sales promotion, advised new TV stations to "be prepared to meet their promotional problems head-on with a solid advertising program from the minute they go on the air." He cited the promotional activities of CBS-TV's Los Angeles station when it changed its call letters to KNXT (TV) and at the same time moved to a new site and boosted power.

These activities, he recalled, included on-the-air promotion, newspaper ads, full-page advertisements for the first broadcast followed by 14 days of intensive advertising after the change; billboards throughout the market, and counter cards and window streamers.

He advised TV stations to stress, in their promotion efforts, the extent to which they penerate their markets, size of potential audience, TV's sales effectiveness, and success stories of specific clients. He regarded film trailers as the simplest, most logical and dramatic tool of TV promotion.

David J. Jacobson, director of public relations, saw two main public relations problems confronting new stations: (1) Integration of the station into the community, and (2) capitalizing locally on solid integration with the network. A good publicity operation, he said, combines necessary manpower, knowledge of publicity techniques, and imagination capable of utilizing all opportunities including those offered by the network.

The CBS-TV Network's own growth was sketched early in the meeting by Herbert V. Akerberg, vice president in charge of station relations, who also gave his views on future expansion and development.

Friday's session (see AT DEADLINE story page 98) was slated to feature a luncheon address by CBS President Frank Stanton, with morning and afternoon sessions devoted to studies of such diverse subjects as acquiring a construction permit, by Engineering Vice President William B. Lodge; construction costs, by Chief Engineer A. B. Chamberlain; staff and operation costs in a major market and in a secondary market, by James C. Hanrahan of WEWS (TV) Cleveland and Glenn Marshall Jr. of WMBR-TV Jacksonville; rate structures and income expectations, by Fritz Snyder, CBS-TV director of station relations, and a wind-up panel session with Mr. Akerberg presiding.

A dinner was held Friday night, and on Saturday the guests were invited to WELI New Haven to view UHF television reception.

On the job!

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

Allocations Changes

(Continued from page 65)

for educational use, although there were UHF channels also assigned.

Refusal of the Commission to assign Channel 6 to Temple, Tex., was protested by KTEM. It stated that the Third Notice proposed 180 mile minimum co-channel separations and that Temple was 183 miles from San Angelo. The Commission proposed then to put Channel 6 in San Angelo.

In its final report, KTEM stated, the minimums were raised to 190 miles for these Zone II cities, thus preventing the assignment of Channel 6 to Temple.

KTEM asked for a rehearing in order to show that the transfer of Channel 6 from San Angelo to Temple would better serve the public interest.

In the Commission final notice, it stated that priorities for stations in Group A (2)—those cities not now served with TV signals—would be established on the basis of the population of the city applied for. This KXEL objected to, on the ground that its service area included rural populace which would therefore discriminate against the Waterloo, Iowa, residents.

It therefore asked that the Commission delete that criterion for listing which cities would receive precedence in processing, and instead permit flexibility in the order in which applicants will be processed. What KXEL desires is the chance to show the FCC that it should be considered early in the processing line, rather than to have to take a low position based on Waterloo's population, due to rigid criterion.

WJMO Cleveland is promoting WDOK Cleveland under a year-long contract calling for a spot a day, just before WJMO's sunset sign-off. Walberg Brown (r), WDOK general manager, signs contract while Dave Baylor, WJMO vice president-general manager, watches. Spots began April 14.

TEXTRON Inc., Providence, R. I., announces sales for first quarter ending March 31, were $22,177,000 compared with $26,053,000 for first quarter of 1951.

UHF BOOKLET

RCA Notes Value

RCA's faith in UHF is emphasized in a 24-page booklet, titled "*UHF*," being sent to customers.

Booklet reveals that RCA spent more than $2.5 million in UHF experiments and a total of $50 million in TV. It also stresses that the reception of TV signals from a UHF station can be as clear and stable as on VHF, that present TV sets can be "readily" adapted for UHF, and that costs of building a UHF station are "about the same" as for a VHF station. It also mentions that color TV can be broadcast on UHF.

Referring to the Bridgeport RCA-NBC experimental UHF station, the booklet quotes Technical Director Dr. C. B. Jolliffe as saying: "This pioneering station proves beyond doubt that UHF television is a practical means for extending television service to communities now without it. . . . We feel that the Bridgeport station, conducted by RCA as a service to the public, points the way to a truly nationwide television network."

KYBS (FM) LEASE

Collins Radio to Operate

LEASE of KYBS (FM) Dallas by the Collins Radio Co., Cedar Rapids, Iowa, was reported last week. The station, on 107.9 mc with 90 kw power, has been inoperative since last December when its owners, Baptist General Convention of Texas, shut it down pending its disposition. Station was losing $25,000 to $30,000 a year, it was reported.

Terms of the lease were not disclosed, although Dr. R. Alton Reed, radio and public relations director of the Convention, was reported to have said it would bring a 10% return on the property. Station was valued "in excess of $50,000," it was said.

Use for which Collins Radio Co. intends to put the station was not disclosed. Collins Radio has been working on classified military and government projects for the past several years (see story page 65).

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NBA HOLDS ELECTIONS LENWELL NAMED PRESIDENT

LEROY LENWELL, KBRL McCook, late Friday was elected president of Nebraska Broadcasters Assn. at NBA meeting in Omaha. Others elected were Gene Ackerley, KCOW Alliance, vice president; Bob Thomas WJAG Norfolk, secretary; Todd Storz, NARTB representative, and Jack Yeager, KGFW Kearney, and Hap Anderson, KOIL Omaha, board directors.

Resolutions endorsing Horan Bill (HR 7062) giving broadcasting relief from libel responsibility and expressing interest in unattended transmitter operation were adopted by NBA. E. K. Hartenbower, KCMO Kansas City, new NARTB District 10 director, read report of William B. Quarton, WMT Waterloo, Iowa, retiring district director, who was unable to attend.

Speakers included Bill Martin KMMJ Grand Island, retiring president, and Bob Thomas, secretary; Virgil Sharpe, KOIL, who discussed work of Nebraska Network; Todd Storz, KOWH, on unattended transmitter operation; George Round and Ken Keller, representing U. of Nebraska, expressing university's appreciation for cooperation of stations. NBA committee will confer with university on reduction of fees for multiple-station sports pickups.

BMI clinic Thursday included talks by Ed Mason, KMMJ; Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors; Gene Ackerley, KCOW; Charles Siverson, WHAM Rochester; Grover C. Cobb, KVGB Great Bend, Kan.; Bill Kalana, WNEW New York; Joseph Connolly, WCAU Philadelphia; Carl Haverlin, BMI president.

PILOTS PROTEST TOWER HAZARDS

ALLEGED hazards of high TV towers to air navigation was taken to public by Airline Pilots Assn. in a press release issued in Chicago Friday by President Clarence N. Sayen. Matter was subject of meeting two weeks ago [B•T, April 28] and is scheduled to be gone into at working committee meeting May 6 (see earlier story on page 68).

At a meeting of Chicago Airspace Subcommittee, ALPA submitted recommendations restricting heights and sites of TV antennas [B•T, April 7]. Pilots' organization is a member of "ad hoc" committee comprising broadcasting and aviation interests, as well as representatives of FCC and CAA.

FCC ATTACKS HOUSE VERSION OF McFARLAND BILL

FCC opposes House version of McFarland bill (S 658) chiefly on two key sections, B•T learned Friday. Commission expressed displeasure of bill to remodel its functions in letter Thursday to House which is near debate S 658 (see story, page 29).

Among sections criticized are 5 (c), 15 (c) and 8. Former two would divorce staff from Commissioners' orbit. Reason cited for opposition was that separation would slow down FCC work at time when it must act expeditiously on TV applications. Same FCC reason applied for Sec. 8 which would require 30-day notification before applications are set for hearing or grants would be issued without hearing. Sections cited would place unnecessary burden on Commissioners, agency noted.

TRUMAN FOLLOW

SPOT announcements immediately following President Truman's 4-5 p.m. Saturday TV tour of White House were bought on two CBS Television stations by Kefauver National Campaign Committee. Stations were WTOP-TV Washington and WBNS-TV Columbus, Ohio. Account handled by Robert J. Enders Adv., Washington. Spots started, "You are the landlord of the White House. Soon you will decide who will be the next occupant." Rest of continuity promoted Kefauver candidacy. Account had been accepted by at least one station which later withdrew on ground of station policy, according to agency. (Early story, page 82).

Business Briefly

(Continued from page 5)

to start May 19, using two five-minute transcribed shows five times weekly for six weeks. If successful campaign will be expanded through agency, Hirshon-Garfield, N. Y.

ENVELOPE FILM SPOTS ● Self-Seal Div., United States Envelope Co., has begun spot television campaign using one-minute film spots in principal national markets. Contracts, to continue throughout 1952, are on staggered schedule. Filmed commercials were produced by Robert Lawrence Productions, N. Y., and feature actor Henry Fonda. Agency: S. R. Leon Co. Inc., N. Y.

TESTS BY COCA-COLA ● Coca-Cola Bottling Co., Chicago, testing consumer response to its new 12-bottle carry-home carton with a heavy spot radio schedule on WJOL Joliet, Ill.

PEOPLE...

CHARLES PHILIPS, sales manager and executive administrator NBC's WNBC New York, to network-owned WNBK (TV) Cleveland as sales manager, effective May 12.

JOSEPH H. McCONNEL, NBC president, will be honored by Alumni Assn. of Davidson College at Army and Navy Club, Washington, at dinner May 9th. Other distinguished alumni of college will be present. Mr. McConnell will serve as toastmaster.

WILLIAM B. ROHN, salesman with WINS New York since 1949 and earlier with Burn-Smith Co., station representatives, appointed assistant general sales manager, WINS.

JACOB RUPPERT Brewing Co., N. Y., on Friday reported four promotions among executive personnel: J. J. TAYLOR JR., named director of marketing; GERALD FRISCH to serve as general assistant to vice president for sales & marketing Herman Katz; BEN MITCHELL JR. named manager of distributor sales, and J. L. CONNER appointed manager for metropolitan package sales.

HELEN SLATER AYERS, Irving Serwer Adv., N. Y., to copy staff, Robert W. Orr & Assoc., N. Y.

FEHLMAN NEW PRESIDENT OF OHIO ASSOCIATION

NEW NAME adopted by Ohio Assn. of Broadcasters at Thursday meeting in Columbus. Group now known as Ohio Assn. of Radio & Television Broadcasters.

In election of officers, Robert C. Fehlman, WHBC Canton, was elected president. Other officers elected were Adna Karns, WCOL Columbus, vice president, and L. A. Pixley, WLOK Lima, secretary-treasurer.

Harold E. Fellows, NARTB president, was speaker at meeting along with John H. Smith Jr., NARTB FM director. William T. Stubblefield, NARTB station relations director, also attended.

Friday session was programmed by BMI.

UHF, VHF Equipment Costs Noted

EQUIPMENT costs for VHF and UHF television stations differ "very little" when estimated radiated powers of both types are equal, but high-band VHF and UHF costs tend to pull away from those of low-band VHF when their ERP's are increased to get comparable coverage, CBS-TV Chief Engineer A. B. Chamberlain told network's TV clinic in New York Friday (early story page 66).

In another clinic feature CBS president Frank Stanton told luncheon Friday that TV "has no equal, socially, politically and economically, as a mass communications medium" and that it comes at just right time in country's economic picture.

Noting that national income is up three times since 1940, that "plant facilities have increased tremendously in the same period we are moving from a defense to a peace economy," and that inventories are piling up, Mr. Stanton said: "Television should play a vital role in the mass distribution at a minimum cost of the goods these increased plant facilities can turn out and which the American public wants."

Detailed report on construction costs—including number of items which sometimes are omitted from such studies (legal and engineering services, building costs, furniture and fixtures, etc.)—was presented showing estimated total costs for each type of station according to city population bracket, as follows:

City Population and Station Power	VHF Low Band	VHF High Band	UHF
Under 50,000			
(ERP 1 kw at 300 ft.)	$111,700	$116,950	$119,5
50,000 to 250,000			
(ERP 2 kw at 500 ft.)	342,200	336,700	340,2
250,000 to 1 million			
(ERP 10 kw at 500 ft.)	430,760	431,460	436,5
Over 1 million			
(ERP 50 kw at 500 ft.)	557,600	544,600	694,7
Large city			
(maximum powers*)	874,500	1,018,900	1,058,5

* Maximum powers: Channels 2-6, 100 kw; 7-13, 2 kw; 14-83, 1,000 kw.

Cost differences between VHF low band, VHF high band, and UHF stations "are influenced more by site, location, construction conditions, building construction, antenna height, and type of tower (whether guyed or self-supporting) . . . then by differences in equipment costs," Mr. Chamberlain's report said.

Meanwhile, in discussion of rate structures for potential advertisers, Fritz Snyder, CBS-TV director of station relations, recommended careful study of gross operating costs per hour, saying equitable rate structure can then be devised on basis of set saturation in market.

William B. Lodge, CBS-TV vice president in charge of engineering, sketched steps to be followed in getting FCC authority to construct station, summarized new FCC rules, outlines factors to be considered in picking transmitter site, and discussed transmitting facilities.

FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.

WLW

1922 • 1952

30th year

THE NATION'S STATION AND ITS TV SERVICE